WITHDRAWN

SENTENCE SERMONS

by
ROY L.
SMITH

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SENTENCE SERMONS

Sentence Sermons

FIVE HUNDRED SEVEN-FOLD ILLUSTRATIONS OF PHILOSOPHY AND HUMOR

By
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Minneapolis, Minn.

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Inscribed with
Genuine Appreciation to
Mr. T. J. Dillon,
Of "The Minneapolis Tribune."

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Preface

"WHERE did you get the idea of 'Sentence Sermons?" is the question that has been asked me hundreds of times.

It was all very simple.

I have been a firm believer in church advertising for many years, and any effective idea that I found was saved for future use. One day, at lunch, a business friend handed me a series of postcards which had been put out by the Rev. George Babcock, a Methodist minister in a Minnesota town, and which struck me as being unusually valuable.

Each one of these cards used the phrase "So Live That," followed by some pithy exhortation. I liked the idea and immediately undertook to find another phrase equally forceful, upon which I could build a series of cards, but none was found. After a couple of weeks' study I discovered that I had no less than a score of phrases, each one accompanied by five or more sentences.

I decided that I would adopt a standard number of sentences to follow each phrase and use the entire collection instead of only one general title. Seven seemed to be the most logical number and I rewrote the "Sermons," making them uniform.

I had expected to compile a mailing list of five thousand business men and send each one a card each week. But

the printer dashed my hopes. His estimate of the cost showed me that I could never hope to finance the idea.

But he also supplied the solution. "Why don't you take them over to Mr. Dillon, of the Minneapolis *Tribune?*" he said. "He will print them for you and send them to the whole city of Minneapolis and pay you for the privilege." I broke the speed limit getting over to the *Tribune* office.

Mr. Dillon is a veteran newspaper man and has seen many promising features run out. While he was interested in the twelve samples I submitted, he was canny enough to wonder if there were any more where I had found those, or (what was more probable) had I exhausted my ore-vein?

"Go home and see if you can write fifty of them," he counselled. "If you can bring back that many more, as good as these, I will use them as a daily feature."

I was as doubtful about it as he was, but on the street-car I began to collect "texts," as I call my leading phrase. They seemed to stare at me from every car card and billboard. Three days afterward I walked into Mr. Dillon's office and laid down the fifty new "sermons." Running through them as I waited, he said: "They'll do," and my career as a "feature" writer had begun.

After their appearance in the *Tribune* other papers began writing Mr. Dillon, asking for the privilege of using them. Then the North American Newspaper Alliance offered them to their entire list of papers. Private correspondence with other editors opened up other columns.

Then came their acceptance by the Chicago *Tribune,*

which took over the business of syndicating them and their appearance in many of the largest newspapers of America.

The "Sermons" included in this volume have all appeared in American newspapers or magazines. From all over America has come the request that they be issued in some sort of book-form. Ministers have found them helpful in sermon-preparation. Trade papers have copied them freely. Some have been made up as mottoes for offices and homes.

Through the "Sermons" I have become a "long-distance" pastor to a large number of people who prefer to write to a stranger rather than talk to a known friend. I have made it a rule to answer all inquiries, though the burden of correspondence has been distressingly heavy at times. This work, however, has been most rewarding, for I have been able to give personal help to many who seemed to be in real need and sincerely anxious for unbiased advice.

If this book extends the usefulness of these little homilies to a wider group of friends, then I shall be well repaid. If any minister is helped by them in preaching the Christian Gospel, I shall be happy indeed.

To all of the editors who have helped to give these ideas circulation through their columns, and to the thousands of people who have expressed their thanks in various ways, I hereby extend my words of deepest appreciation.

R. L. S.

Minneapolis, Minnesota.

Sentence Sermons

I Feel Like—

Laughing when I see a stingy man compelled to spend money.
Fighting when I find a poor widow in the hands of the sharks.
Smiling when some men offer excuses for not attending church.
Weeping when I hear the flag extolled by some of its betrayers.
Sneering when some men prate about good morals.
Working when honest men express their gratitude.
Helping when a young man is doing his best for himself.

The Main Thing—

In religion is the encouragement of righteousness.
In business is serving the public.
In education is keeping an open mind.
In government is the good of the people.
In industry is the making of men.
In art is the expression of the beautiful.
In science is an honest respect for the facts.

All Great Men—

Are great, primarily, because of their ability to think.
Make work the first essential of their creed.
Began life as ignorant as the world's worst.
Can increase their greatness by adding humility to their virtues.
Find responsibilities and labor increasing with their greatness.
Know that their own untamed desires are their greatest weakness.
Put more trust in accuracy and mastery than in accident and miracle.

An Honest Workman—

Is never afraid of an inspector.
Values his honor above his wages.
Doesn't have to speed up when the boss comes in.
Is always to be preferred to one merely clever.
Depends more upon ability than upon pull.
Always gives something that wages cannot pay for.
Appreciates justice far more than pity.

Offer the World—

A smile and it will give you sunshine.
Service and it will pay you in gratitude.
A square deal and it will give you its business.
A lying tongue and it will hold you in contempt.
Hypocrisy and it will give you a tomb.
A song and you will find harmony everywhere.
A frown and it will leave you alone.

An Honest Man Finds—

He doesn't have to waste time framing up alibis.
That confidence in people pays better than suspicion.
That character is better collateral than capital.
That quality is better advertising than cleverness.
More satisfaction in a clean conscience than in dirty money.
That making good goods is the surest way to make good.
That investigations hold no terrors for him.

If We Only Knew—

His temptations we would understand.
His troubles we would try to help.
His ambitions we would shout for him.
His secret sorrow we would never add another.
His generous impulses we would speak charitably.
His capabilities we would respect him.
His innermost prayers we would never call him a heretic.

Men Who Make Money—

Must assume the responsibilities that money implies.
Are exposed to more suspicions than the failures.
Must accept the worries along with the profits.
Find it harder to keep their souls than their fortunes.
Always discover that their biggest problem is themselves.
Are in constant danger of letting it cost them too much.
Get the most satisfaction when they have earned it.

A Blind Man Can See—

That we live in a world of law, not personal liberty.
That a college can't make something out of nothing.
That hot words do not form cool judgments.
That a campaign fund is not raised for sweet charity's sake.
That a church cannot exist on good wishes.
Men's ridicule has never changed the women's styles much.
Compliments pay better than complaints.

George Washington Never—

Quit because he was criticised.
Wondered how much he was going to get out of it.
Complained because he was not appreciated.
Worried because there was an election coming.
Expected to make a reputation out of the Revolution.
Struck because the hours were too long.
Violated the Constitution when it was personally inconvenient.

You Can Save Yourself—

Trouble by not borrowing it.
Worry by refusing to suspicion your friends.
Disappointment by not believing your flatterers.
Criticism by not being too positive.
Poverty by saving the littles.
Unhappiness by dismissing your grouches before bedtime.
Discontent by not envying your neighbors.

The Foundations—

Of a business are never strengthened by a moral compromise.
Of success are never permanently laid except by hard work.
Of happiness are spiritual ideals, not material possessions.
Of friendship are confidence, frankness and charity.
Of character are in loyalty to high ideals.
Of integrity are laid at a mother's knee.
Of a government are at the mercy of its citizens.

I Wonder If Lincoln—

Would endorse all the people who quote him?
Would join the Ku Klux Klan?
Would admit half the stories credited to him?
Would talk Americanism and live paganism?
Would play golf all day Sunday?
Would try to read many of his own biographies?
Would not be surprised at Europe's admiration for him?

A Good Salary—

Must first be earned.
Sometimes costs too much.
Never atones for vulgar manners.
Cannot guarantee a good reputation.
Does not always mean an easy time.
Is never offered to untrained workers.
Usually means heavy responsibility.

He Who Knows—

How to work has laid the cornerstone of success.
How to laugh has learned how to conquer worry.
How to serve is on the highway to greatness.
How to trust humanity has prepared for a happy old age.
How to economise has raised his own wages.
How to study has gone into partnership with the universe.
How to forget saves himself from a burden of grudges.

It's a Fallacy—

To say that valedictorians never make good.
To expect high grade pay for low grade work.
To think that any man can live on his salary alone.
To expect apologies to atone indefinitely for thoughtlessness.
To think it takes all kind of people to make a world.
To expect to keep good health with poor judgment.
To blame all our weaknesses on our heredity.

It's a Day of Real Sport—

When you learn to speak well of your competitor.
When you come to good terms with your conscience.
When you help a discouraged and lonely boy.
When you learn to see some good in every man.
When you settle an old difference with a friend.
When you measure up to your mother's dream.
When you break up some bad habit.

I Despise—

The boy who calls his mother the "old woman."
The business that must ruin men to make money.
The dinner planned for social liquidation rather than hospitality.
The man who believes a thing is true because money said it.
The candidate who is too complimentary just before election.
The nakedness that tries to label itself art.
The joke that depends upon smut for its point.

Opportunity Never—

Knocks at the door of the chronic knocker.
Waits until we have made all our excuses.
Wastes much time on the unprepared.
Does much for the man who is not willing to work.
Seems to have as many friends as luck.
Looks exactly the same on two different occasions.
Asks any sacrifice that it does not promise bigger rewards.

A Boy's World—

Knows no class consciousness.
Judges a man by his honor.
Is never divided by race hatred.
Uses loyalty as a measure of citizenship.
Depends upon Mother for its knowledge of God.
Never heard of pretense and diplomacy.
Reflects the standards of Father.

Managing Money—

Usually requires more skill than making it.
Means teaching all dollars to have more sense.
Is the business of compelling each dollar to do an honest day's work.
Is the art of economy, plus.
Is making dollars work for us after we have worked for them.
Proves the difference between the gambler and the business man.
Is the talent without which thrift is useless.

A Suspicious Man—

Will always have plenty to worry about.
Can't blame anyone but himself if he is unpopular.
Can always make good reasons for suspicion if he can't find them.
Inflicts the greatest injury on his own spirit.
Never gets full value out of his own happiness.
Puts all of his friends on the defensive.
Never believes any man good if he can help it.

A Poor Man—

Escapes a lot of rich men's worries.
Isn't tempted to cheat on his income tax.
Can have a cheerful spirit.
Doesn't damn his son with an inherited fortune.
Is never slandered for his charity.
Is loved for himself—not his money.
Has all the rights of any man before God.

Youth Does Not Need—

Much more liberty but a great deal more stability.
To demand freedom when it shows its ability to handle it.
Hasty criticism as badly as patient instruction.
More exciting entertainment, but more thrilling examples of character.
More opportunity for self-expression, but more guidance in self-mastery.
To poke through the gutters to see life.
More knowledge of sex, but more love for chastity and modesty.

Our Character—

Is the sum total of our desires.
Will be easily undermined by self-indulgence.
Is never strengthened by compromise.
Cannot be inherited—must be built.
Depends more upon will-power than ancestry.
Is better security than any bond or mortgage.
Is what God knows about us.

Success Brings—

Temptation to the man who has not mastered himself.
Opportunity to the man who is prepared for it.
Hardness of heart to the man who loves only gold.
Trouble to the man who wins by foul means.
Satisfaction only when it is deserved.
Responsibility for the use of power.
A large following of imitators.

How Welcome—

Is that visitor who always speaks well of his neighbors!

Is the salesman who appreciates the value of another man's time!

Is that friend who allows us to talk about ourselves to our heart's content!

Is that letter which says "Enclosed please find check!"

Is the bread which has been earned by honest toil!

Is that one to whom we can tell our troubles, unafraid!

Is the sound of a little child's laughter at the close of our day's work!

There's a Reason—

For the success of the industrious man.

For the happiness of the conscientious man.

For the popularity of the courteous man.

For the health of the temperate man.

For the credit of the scrupulous man.

For the influence of the trained man.

For the power of the courageous man.

We Have Too Many—

Politicians and not enough statesmen.

Agitators and not enough educators.

Laws and not enough enforcement.

Religions and not enough godliness.

Arguments and not enough tolerance.

Books and not enough literature.

Experts and not enough efficiency.

An Expert—

Is another way of complicating the problem.
Has to propose something new or he wouldn't be an expert.
Cannot start without a survey.
Works best when mounted on a swivel chair.
Usually has failed several times before he began experting.
Is one who is called in when home folks disagree.
Has never improved on the ten commandments.

The Movies Are Not—

To blame for all the failures of youth.
As racy as the advertising would lead you to believe.
The solitary candidates for censorship.
Going to improve so long as the public is satisfied.
Worried about an excess of good scenarios.
Apt to lose popularity because of too much real artistry.
Failing because of the lack of frank criticism.

Your Employer—

Would rather promote you than fire you.
Will pay more for your loyalty than your cleverness.
Can not be expected to share profits unless you share responsibility.
Probably puts in longer hours than you do.
Would gladly trade worries with you.
Finds the lowest paid positions the hardest to fill.
Is always looking for a man with a real idea.

Successful Men—

Are always looking for a better way to do their best.
Are usually so busy succeeding that they don't have time to tell about it.
First have to conquer the fear of over-working.
Are frequently men who have turned emergencies into assets.
Seldom waste time worrying about opportunities that were missed.
Don't wait for something to turn up—they go out and do the turning.
Forget yesterday, respect today and anticipate tomorrow.

It Is a Good Sign—

When a young man takes his mother out to dinner.
When the preacher knows the children of his parish.
When vaudeville stops joking about prohibition.
When colleges are overcrowded.
When we spend more for books than banquets.
When your boy begins to comb his own hair.
When the churches begin to get together.

The Loafer Never—

Knows the joy of succeeding in spite of difficulties.
Gets much sympathy in his misfortunes.
Experiences the thrill of a desperate effort.
Has cause for complaint if success passes him by.
Seems to think any of the fault is with himself.
Finds idleness increasing his self respect.
Adds perceptibly to the world's store of knowledge.

How Much—

Happiness could be generated in time spent in gossip!
Music could be mastered during the time spent in unwholesome amusements!
Grief could be spared if we would think beforehand instead of afterwards!
Better the world would be if more men sang at work!
Less faultfinding if we knew our neighbors better!
More confidence we would have in religion if Christians always looked happy!
Easier it would be to train boys if we had the cooperation of their fathers!

You Can Give Yourself—

Symptoms and be sick.
Grievances and be a grouch.
Sympathy and be miserable.
Encouragement and be a winner.
Insults and be always unhappy.
Clean thoughts and be pure in heart.
A holy ideal and live like a son of God.

A Happy New Year—

Means forgetting the defeats of last year.
Means forgetting the grievances of the past.
Means attempting a bigger task than ever before.
Means promising yourself cleaner thoughts.
Means cultivating the presence of God.
Means giving your family more of yourself.
Means running your business for service—not profit.

Success Is Still—

Open to the man who will prove his right to it by better work.
Located at the end of the road called straight.
Operated on the pay-as-you-go plan.
Reserved for the man who makes himself indispensable.
Less a matter of luck than of preparation.
Waiting for the man who will heal one of the world's hurts.
The favorite child of industry and intelligence.

No Man Has Gained—

Success who cannot take pride in his achievement.
Wealth who is dependent upon money for his happiness.
Popularity who is not able to keep old friends friendly.
Power who is still unable to master himself.
Honor who has sold his soul for position.
Influence who becomes a salesman of hate.
Anything who has not been true to his own ideals.

Wouldn't You Rather—

Be ridiculed than ignored?
Be faithful than famous?
Be worthy than wealthy?
Be beaten than be for sale?
Be honest than a fugitive?
Be slow than loose?
Be out of style than in debt?

We Must Make—

Knowledge and courage the companions of liberty.
Self-mastery the predecessor of freedom.
The service of the public the goal of an education.
The building up of the people the aim of every church.
The administration of justice the supreme effort of all government.
The races of men recognise the basic brotherhood of humanity.
The possession of great wealth an obligation to serve greatly.

A Hard Day's Work—

Is never made shorter by adding complaints.
Doesn't seem long if we keep a singing heart.
Is never regretted when we begin to get results.
Runs smoother if started with a smile.
Is always a hardship for the man who takes no interest in it.
Will work miracles that luck can never match.
Is always made lighter by a good woman's appreciation.

It Is Foolish—

To expect a girl to disregard her mother's example.
To pay less for school teachers than stock herders.
To elect a mayor and not support him.
To hire a preacher and never hear him.
To build a business and allow it to run us.
To make promises and never make good.
To expect prohibition to enforce itself.

Did You Ever Try—

Exercising your mind on a few great words?
Sweetening your spirit with a hopeful song in the morning?
Strengthening your will by defying your worst habit?
Stiffening your backbone by doing a few impossibles each day?
Opening up your soul by listening to a little child pray?
Smothering your false pride in a wholesome apology?
Making each day a voyage for the discovery of humanity?

The Happiest People—

Are those who cultivate the virtue of open-mindedness.
Do not have time to hold grievances.
Keep clean bodies, busy brains and clear consciences.
Never mortgage their future by borrowing trouble.
Make it a rule to like the work they have to do.
Never pollute their conversation with slanderous gossip.
Are the ones most in love with old fashioned virtues.

It Doesn't Take Long—

For gossip to assassinate a reputation.
For conceit to spoil a future.
For envy to make us unhappy.
For chickens to come home to roost.
For boys to learn their father's vices.
For grudges to become hatreds.
For an audience to detect insincerity.

Let Us Give Thanks—

For work that enables us to become creators.
For necessity that drives us to make a supreme effort.
For discontent that refuses to longer endure an injustice.
For failures that compel us to discover our weaknesses.
For enemies who give us the benefit of truthful criticism.
For children who help us realize how much we do not know.
For competition which forces us to strive for perfection.

A Quarrelsome Man—

Always thinks the world is against him.
Usually considers himself a very reasonable person.
Makes a poor business partner.
Is disappointed if you agree with him.
Is always drugged with suspicion.
Never smiles without mental reservation.
Makes a shrew or a saint out of his wife.

Say It With—

Flowers for the living.
A square deal for the public.
Companionship for the family.
Obedience for the law.
Loyalty for the government.
Justice for the employee.
Personal support for the church.

We Shall Never Outgrow—

The moral standards of the Ten Commandments.
The political vision of the Constitution of the United States.
The ideals that godly mothers held up for us.
The impulse to worship some form of divinity.
The love of nature until the soul of beauty dies within us.
Our reverence for purity so long as we have little children.
Our natural conceit without some bitter defeats.

Prohibition—

Has made washerwomen pretty scarce.
Shows its best results in the second generation.
Makes law observance the duty of every citizen.
Does not make law breakers—only shows who they are.
Is hard on the man who never learned self-mastery.
Can't be enforced by a crew of its enemies.
Hasn't hurt the savings banks any.

The True American—

Accepts his duties as readily as his privileges.
Puts his country's good above his private gain.
Knows the flag flies no higher than his own loyalty.
Goes to the polls even when it is inconvenient.
Admits the right of any man to a difference of opinion.
Makes the test of citizenship not creed but character
Honors his ancestry by safeguarding his posterity.

You Can Take a Chance—

On making an investment but not on making a bad reputation.
On losing a customer but not on losing your self-respect.
On sacrificing a few votes but not on sacrificing a principle.
On neglecting your business but not on neglecting your boy.
On a new car but not on a new sex theory.
On oil stock but not on a moral issue.
On disappointing a friend but not on outraging your conscience.

Evil Does Not Wait—

Until the committee has reported.
While the preachers argue over heresy.
For the resolutions to get into print.
'Till the chickens come home to roost.
If a boy has idle time.
Until the times are better.
For the churches to agree on incidentals.

It Sometimes Takes—

A night in jail to start a boy thinking.
A hospital vacation to show us the value of health.
A critic to keep a man humble.
A little child to make a man religious.
A fire to start a town growing.
A defeat to save a political party.
A fool to show a wise man his folly.

You Have Not Cheated—

Your neighbors without paying a bigger cost yourself.
Nature just because she does not punish you at once.
Eternity because you have been successful in killing time.
God because you have built a philosophy that ignores Him.
Destiny, even though you have evaded your duty a few years.
The law by evasion—you have fooled yourself and robbed your soul of honor.
The professor when you have cribbed in an examination.

The Preacher Gets—

The blame for all his people's mistakes.
The gratitude of those he serves.
The opportunity to know human nature.
The abuse of those whose selfishness he attacks.
The ridicule of those who never knew trouble.
The criticism of those who do nothing.
The approval of his own conscience.

A Little Appreciation—

Never hurts anyone—not even the hired man.
Gets far better results than cussing.
Would have kept many a fine boy on the farm.
Usually makes both parties happier.
Will sometimes save a woman's heart from breaking.
Makes a lot of difference even with dumb brutes.
Costs nothing but a little thoughtfulness.

Are You Ready—

For the promotion that will open for the better workman?
For the sorrow that may devastate your home without warning?
For old age when there is no market for your ability?
For the temptations that unexpected success brings?
To face that friend about whom you have circulated scandal?
To pay the price that must be paid if your highest ambitions are realized?
To meet the Almighty and ask only for justice?

We Don't Need—

More people—just a higher conception of citizenship.
More money—just a better understanding of its value.
More propaganda—just a deeper devotion to American ideals.
More machinery—just more people willing to work.
More advice—just more loyalty to our best judgment.
More sects—just some more religion.
More laws—just a higher respect for those we have.

A Little Learning—

Is inexcusable in this generation.
Always has the poorest market.
Is usually the sign of headstrong youth.
Can always be increased by diligence and application.
Is a poor stopping place.
Frequently makes the largest claims.
Never made a specialist.

How Can We Hope—

To be in peace of mind and meddle with our neighbor's quarrels?
To live in luxury without first learning economy?
To keep in good repute and not consider other people's opinions?
To be in command of our best and not be masters of our desires?
To come to power without paying the price?
To make good money without making good first?
To make a dependable government out of undependable people?

If You Want the Truth—

Don't let two experts testify on the same case.
Don't trust to neighborhood gossip.
Don't expect too much from campaign documents.
Don't wait on a Congressional investigation.
Don't stop at hearing one side of the case.
Don't listen to the propagandist.
Don't be sure of anything about Russia.

Success Is Sometimes—

A tyrant who binds her victims with chains of gold.
A man's sweetest revenge.
Bought at too high a price.
Won by the dreamer but never by the idler.
Too late to pay the funeral expenses.
Our most dangerous enemy.
Our most merciless taskmaster.

It's a Safe Rule—

To speak in low tones when in high temper.
To be careful of a proposition that is too good.
To settle out of court and save money.
That it doesn't take the laundry long to do a collar up.
That the man with a bad reputation gets the blame for it.
That the Almighty can use a woman to make a man of him, or
That the devil can use a woman to make a wreck out of him.

A Pessimist—

Is one who would be miserable if he were happy.
Would be disappointed if the preacher were sincere.
Is afraid that success will walk in while he is present.
Won't count his chickens after they're hatched.
Is sure that something is wrong if everything is all right.
Judges men only by their faults.
Is frightened if all be well.

A Man Is Known By—

The laws he keeps.
The stories he tells.
The magazines he reads.
The entertainment he enjoys.
The way his wife dresses.
The friends he makes.
The excuses he offers.

What Contribution—

Are you making to the city that provides you with a home?

Are you making to the business that employs you?

Are you making to the church that makes your property more valuable?

Are you making to the school that trained you?

Are you making to the government that extends the privilege of citizenship?

Are you making to the home that gives you a welcoming shelter?

Are you making to the neighborhood that overlooks your peculiarities?

It's Easy to Waste Time—

Listening to small talk.
Waiting for luck to break our way.
Dreaming of chances that are gone.
Looking for a pull.
Envying another's success.
Complaining about our hardships.
Hunting some way to save work.

Borrowed Trouble—

Is the kind you make for yourself.
Is one thing you can do without.
Is the wages of worry.
Can never be returned.
Puts a mortgage on tomorrow.
Always multiplies when you add it.
Seems to have a steady market.

Dull Business—

Is never made better by knocking your competitor.
Sometimes teaches us more than good times and prosperity do.
Is not made permanently better by sharp practises.
Is not always the fault of the party in power at Washington.
Improves faster when mixed with industry than when drowned in complaints.
Never becomes worse through too much loyalty to convictions.
Does not produce larger profits because of padded reports.

It Only Takes One—

Unkind word to break a heart.
Dirty player to discredit a team.
Penny to start the saving habit.
Gambling den to give a town a bad reputation.
Broken promise to ruin your credit.
False step to mar a good record.
Counterfeit bill to put them all under suspicion.

Powder and Rouge—

Never fool anyone but the wearer.
Can't hide a selfish soul.
Do not cover up ignorance.
Never beautify purity or innocence.
Will not atone for stupidity.
Can be put on without brains.
Are an admission that nature quit too soon.

No Man Can Command—

Until he has first learned to obey.
A good salary until he is master of his work.
The loyalty of friends if he sells them out in a pinch.
The respect of the community for long who cannot respect himself.
The votes of the public who labors for the privileged few.
The favor of God who does not the will of God.
The applause of an audience who does not respect its judgment.

It Is a Miracle—

If a house is finished within the original estimates.
If a plumber brings his tools with him.
If a nurse ever tells how the patient is.
If the dentist does not find another decayed tooth.
If the barber does not try to do more than he was told.
If a doctor knows what is the matter upon first examination.
If the neighbor's kids ever amount to anything.

Sobriety Never—

Cost a man his position.
Pawned the carpets and furniture to gratify appetite.
Tainted the offspring with hereditary cravings.
Detracted from a man's efficiency.
Ruined a business.
Brought disgrace upon wife and children.
Closed the door of opportunity to any man.

Men Are Generally—

More willing to admit weakness of will than errors of judgment.
Better informed on their hobbies than their business.
More ready to believe an extravagant compliment than a conservative criticism.
Less concerned about moral dangers than financial losses.
Most unkind to those who love them best.
More responsive to appreciation than abuse.
Inclined to think themselves exceptional judges of human nature.

You Will Never Be—

Laughed at if you never stand for anything.
Unpopular if you always follow the crowd.
Criticised unless you do something.
Bankrupt if you save the littles.
Educated without some effort on your own part.
Cultured without character.
Victorious if you never start anything.

It Takes a Brave Man—

To stand being laughed at.
To jeopardize his business for principle's sake.
To be independent of the mob.
To tell an intimate friend the truth.
To raise wages and lose trade.
To put convictions above profits.
To be criticised for conscience's sake.

Youth Is the Time—

To study the mistakes of old age.
When we have the greatest problems and the least judgment.
That old age lives through and then forgets.
When we get the most advice and use the least of it.
To build up defenses against the long days of old age.
To develop an abiding faith in the goodness of the universe.
When enthusiasm is at its best and consistency at its worst.

Don't Fool Yourself Into Thinking—

That all you needed was a better chance.
That you have never had a square deal.
That you are entitled to your own pity.
That the successful man must have had a pull.
That a raise in salary will teach you how to handle money.
That your ability is not rated high enough.
That God is not watching you.

Sneering—

Never made a happy heart.
Never won a friend.
Never was a sign of brains.
Never healed a quarrel.
Never won an argument.
Never earned a promotion.
Never saved trouble.

It's An Old Delusion—

That politics, to be politics, must be dirty.
That business has to be a soulless enterprise.
That a difference in religious belief is a just cause for suspicion.
That a man has to be crooked to be very rich.
That the good athlete and the good student can't combine in the same man.
That the accident of color determines character.
That the world owes every man—loafer or toiler—a living.

It Is Easy—

To lose one's temper but hard to hold one's tongue.
To be a happy winner but hard to be a good loser.
To spoil our own happiness by finding fault with others.
To ignore God but hard to escape His laws.
To criticise but hard to offer a solution.
To blame the boy but hard to convince his mother.
To give advice but hard to take it.

A True Friend—

Never tempts you to violate your conscience.
Never ridicules your mother's religion.
Is never blind to your faults.
Never loves you for your spending.
Is always anxious to forgive an injury.
Defends you when you are out of hearing.
Is more to be desired than gold.

I Am Homesick—

For a dining room that doesn't serve jazz with my meals.
For a country where the family spends an evening at home occasionally.
For a friendship that can endure the discovery of imperfections.
For a novel that does not deal with the sex problems.
For a sight of the landscape behind the billboards.
For a revival of the art of conversation.
For the day when modesty will again be a prized virtue.

Trouble Makes—

Practise for the lawyer.
Business for the courts.
News for the editor.
Work for the preacher.
Patients for the doctor.
Heartaches for the mother.
Bills for the father.

Hell Can't Be Much Worse—

Than the torment of an outraged conscience.
Than a quarrel over an estate.
Than the memory of a betrayed friend.
Than race prejudice.
Than a woman's jealousy.
Than a man's slavery to his money.
Than the ingratitude of a child.

The Sensible Man—

Gets small pleasure out of the car he cannot afford.
Wastes no worry over the chances that are gone.
Is one who never tries to disguise nonsense as "advanced thought."
Can usually make up his mind without the aid of a psychiatrist.
Looks with suspicion on a plan that promises dividends too big.
Knows that no lie or subterfuge ever makes any road smoother.
Does not expect perfection in his friends.

A Rich Man—

Gets a lot of harsh criticism.
Makes a lot of enemies.
Is never given credit for honest motives.
Is always under suspicion.
Gets little out of his money but worry.
Is not to be envied.
Is a constant target for mud slingers.

It Is Easy To Be Sick—

If you worry about yourself enough.
If you are always hunting for symptoms.
If you enjoy poor health.
If you let your friends sympathise with you.
If you watch the mirror too closely.
If you do not keep a cheerful spirit.
If you get into the hands of a health expert.

It Is Surprising—

To see good people imitating the manners of the underworld.
How many girls think brassiness is attractiveness.
That so few have learned that fifteen per cent. is too good.
How long a poor excuse can be made to hold together.
How little education seems to stick to some boys in college.
How quickly people hunt a church when they're in trouble.
How different a home is with a baby in it.

A Good Sport—

Often makes a poor husband.
Usually pays a big price for his reputation.
Is one who pays the costs without counting them.
Allows his friends to be his good judgment.
Always follows the crowd—never leads it.
Seldom raises a moral issue.
Is more often safe than sane.

If He Disagrees—

With us on money he is a tightwad.
With us on price he is a grafter.
With us on philosophy he is a cynic.
With us on ethics he is a reformer.
With us on morals he is a hypocrite.
With us on policy he is a standpatter.
With us on baseball he is a dumb bell.

I Am Contented—

With the religion that produces beautiful lives.
With the merchant who gives me one hundred cents worth for a dollar.
With the newspaper that presents both sides of the case.
With the employer who pays me for what I produce.
With the community that gives me an opportunity to work.
With the job that usefully employs all my talent.
With the preacher who says something helpful, if not something new.

Furnish Your Home—

With hospitality and have friends.
With mutual confidences and have security.
With candor and have peace.
With simplicity and have plenty.
With fidelity and have honor.
With companionship and have joy.
With solicitude and have devotion.

A Policeman—

Costs more than a Sunday School.
Needs support worse than criticism.
Finds the indulgent mother a serious handicap.
Is a poor substitute for a father's discipline.
Isn't needed because of the good citizen.
Is an average man in uniform.
Does not make the laws—he enforces them.

If We Were Truly—

Patriotic we should take the subject of peace as seriously as war.

Business-like we should run the government as efficiently as private enterprise.

Artistic we should call nothing art that degrades the average mind.

Noble we should be forever blind to the color line.

Sincere we could carry on an argument without getting angry.

Charitable we shouldn't care for publicity.

Religious we should forget the names and seek the spirit of Christianity.

It Doesn't Pay To Worry—

About the weather—you can't change it.

About the neighbors—they won't appreciate it.

About the business—it isn't worth it.

About your money—that's a small matter.

About your insults—they can't hurt you.

About the coal man—he doesn't need it.

About the landlord—he will remember you anyhow.

The Broad-minded Man—

Is not a shallow critic.

Is not the fast liver.

Is not a narrow partisan.

Never has a lofty manner.

Seldom gets into a rut.

Is the best at straight thinking.

Has cured himself of short-sightedness.

Eternal Vigilance—

In little things is the cost of a good reputation.
In matters of domestic duty will save a home from the divorce courts.
In business is required to stop the leaks that make our competitors rich.
In religion is all that will save us from uncharitable judgments.
In politics is the cost of good government.
In any community is scarcely sufficient to keep down immorality.
In matters of the soul will give us a soul worth saving.

It Is Impossible—

To pay bills slowly and have fast friends.
To break the ten commandments and have a happy home.
To be stingy and popular.
To ignore duty and have credit at the bank.
To do careless work and win promotions.
To believe in God and be hopeless.
To be a gossip monger and a trusted friend.

Every Man Likes To—

Think he never loses his head.
Believe his wife showed good judgment.
Be asked for advice.
Appear generous if it doesn't cost too much.
Consider his religious opinions as final.
Make his boy believe he always made good grades.
Hear himself introduced as a great man.

Any Child Not Trained—

To economise is doomed to poverty.
To surrender his own opinion occasionally, will always be unpopular.
To think of others first will always be a trouble maker.
To appreciate the good and beautiful will easily become a monster.
To reverence authority will break every heart he touches.
To be courteous will have great difficulty making friends.
To keep some things holy will soon be disappointed in life.

A Bad Reputation—

Clings to a man like his shadow.
Follows him to the next town.
Cannot be blamed onto bad luck.
Is like a poor relation—always turning up.
Is easily won and hardly lost.
Always gives trouble and costs business.
Spoils every good opportunity.

Ask Dad, He Knows—

That two can't live as cheap as one.
That time is too scarce to be wasted.
That a dollar in the bank is worth ten on the ponies.
That dances and dates are not the sum total of life.
That a complexion is no index to cooking ability.
That you can't judge a girl by the fudge she makes.
That the good spender seldom makes a good provider.

Religion Is Not—

A thing to be believed, but a way of living.
An attitude of body, but an attitude of heart.
A creed to be written, but a character to be attained.
An organization to belong to, but an ideal to be realized.
A set of opinions, but an interpretation of facts.
A luxury to be supported, but a necessity to be enjoyed.
A system coming down from Heaven, but an aspiration coming up from humanity.

Oil Stock—

Is another way of losing your money.
Usually consists of smooth talk.
Will help solve the income tax problem.
Is sold by men not interested in my family.
Is financial moonshine.
Is a good investment—for the promoter.
Would not need promoting if it were as good as it sounds.

No Man Ever—

Envies you your disappointments.
Becomes jealous of your failures.
Covets your debts.
Looks wistfully at your misfortunes.
Seeks to share your hardships.
Longs for your trouble.
Desires your calamities.

Some Men Have No Faith—

In anyone but a get-rich-quick promoter.
In religion but they believe in horseshoes and four-leaf clovers.
In themselves and still they wonder why it is hard to get employment.
In anyone who holds an opinion different from their own.
In others because they know themselves so well.
In a new idea just because it is new.
In the government because they have been able to break the law.

We Call Him a—

Bolshevist if his political ideas hurt our business.
Heretic if his creeds differ from ours.
Knocker if he criticises us.
Kill-joy if he does not drink with us.
Pussy-footer if he does not stampede with us.
Radical if he does not vote with us.
Cheap-skate if he does not spend with us.

You Need More Than—

Lungs to be an orator.
Hair to be a poet.
Temperament to be a musician.
Degrees to be educated.
Cleverness to be a gentleman.
Features to be an actor.
Creeds to be a Christian.

Facts Compel Us—

To believe that the world is not safe until Democracy is godly.
To hope that we get no more liberty until we get more self-mastery.
To try Christianity—We've tried everything else.
To attempt the impossible because we have seen it done so often.
To accept many things on faith even when we don't have the facts.
To admit that high living is less expensive than high life.
To be charitable in judgment lest we be misjudged.

The World Owes No Man a Living—

Who has not put the world under obligation to him.
Who seeks to live off of other men's labors.
Who will not pay for it in honest toil.
Until he lives according to the world's law.
Who does not help to lift the world's load.
Who is seeking to destroy the world in which he lives.
Who is not striving to live up to his abilities.

Self Mastery Is—

Seeing wealth without coveting it.
Seeing happiness without envying the happy.
Seeing rejoicing without sneering at the joyful.
Seeing honor without being cynical.
Being insulted without retaliating.
Being ignored without worrying.
Being powerful without patronising.

I Cannot Understand—

How some girls expect to attract a man worth attracting.
Why so many birds seem to think I am the early worm.
When experts use scientific terms to explain simple matters.
What use a political party has for a platform.
Whether the movies create poor taste or cater to it.
Who will determine when an alienist is sane.
Why those with nothing to say insist the loudest upon freedom of speech.

It's a Terrible Sin—

For a workman to be satisfied with his second best.
For a woman to trade womanliness for masculinity.
For a voter to stay at home on election day.
For a preacher to be dull in the pulpit.
For anyone to make sacred things common.
For an office holder to treat his responsibility as a private matter.
For a school to teach cleverness and neglect goodness.

A Compliment—

Pays better dividends than a complaint.
Has a ready market.
Costs nothing but good will and observation.
Is readily quoted.
Can be easily manufactured.
Is not covered by any patents.
Should always be kept in stock.

Everybody Makes Room—

For the man who knows how to do his work a little better.
For the woman who can appreciate another woman's charms.
For the author who is in love with life.
For the people who walk as if they knew where they were going.
For the scientist who considers no fact unimportant.
For the musician who can play old tunes with the soul of an artist.
For the picture which creates an atmosphere of kindliness.

It Is Surprising—

That so few boys go wrong.
That so few marriages fail.
That so many policemen are honest.
That so few officials are incompetent.
That so many girls fight for honor.
That so many fathers do not appreciate their sons.
That men have to be persuaded to promote themselves.

Any Fool—

Can find something to complain about.
Can see that times are bad.
Can carry a grouch around the home.
Can blaspheme the name of God.
Can be a spender.
Can say "It can't be done."
Can knock the government.

Is There Any Greater—

Joy than seeing your hands create something useful?
Thrill than hearing words of appreciation from a grateful child?
Sorrow than to find a friend, once trusted, proving untrue?
Regret than to know that a friend's faith in you has been shaken?
Consolation than the memory of having done one's best?
Satisfaction than seeing a boy make good on your recommendation?
Honor than in keeping faith with one's highest ideals?

No Man Is Rich—

Who has not learned the art of being contented.
Who sells out his friends to make profits.
Who has lost the power to appreciate the beautiful.
Who is always trying to get "just a little bit more."
Who has not made friends with a few great ideas.
Who has not kept the heart of a little child.
Whose family has been debauched by his wealth.

A Lazy Man—

Makes himself believe he is overworked.
Is sure the other man succeeded because of luck.
Never underestimates the value of his own services.
Always thinks the boss is hard boiled.
Can make his wife believe he is in poor health.
Always thinks he is doing more than he is paid for.
Always believes the circumstances are against him.

Anybody Can—

Complain about evils he is too ignorant to remedy.
Surrender to foolish whims, but strong men guard their souls.
Accomplish something by attempting the impossible.
Live in a bigger world by taking a wider interest in people.
Devastate his own soul by extending hospitality to hatreds.
Jeopardise his whole future through one unmastered passion.
Take everybody's advice; the wise man exercises his own judgment.

You Can Be—

A musician if you will invest time and toil.
The master of a trade if you will invest your leisure.
Popular if you will make your own friends.
Invaluable if you will be loyal.
Happy if you will forgive your enemies.
Well informed if you invest spare moments wisely.
Independent if you learn to save systematically.

A Hypocrite—

Seldom recognises his own hypocrisy.
Is usually the man who disagrees with us.
Is always bigger than the man who hides behind him.
Sometimes does not join a church.
Is the name men give to their accusers.
Has to live with his own conscience.
Never fooled the Almighty.

The Best Remedy—

For melancholy is a consuming interest in some needy child.
For worry is a faith in the goodness of God.
For a damaged friendship is an honest explanation and apology.
For hard times is hard work and strict economy.
For unpopularity is the dispensing of good cheer.
For lawlessness is the establishment of domestic discipline.
For domestic difficulty is devotion to duty and less insistence upon rights.

You Can't Judge—

A woman by her voice over the 'phone.
A man by the car he drives.
A congressman by the opinions of his opposition.
A college by the football scores.
American morals by the movies.
A policeman by the calling he gives you.
A preacher by his degrees.

Nobody Likes To—

Take the blame for his own weakness.
Be told what he must believe.
Hear you boast of your humility.
Believe there is no God.
Visit a store that does not advertise.
Live next door to a piano.
Order a meal from a French bill of fare.

Every Lover—

Has thought, at some time, that he had poetical ability.
If sincere, finds that love costs everything a man has to give.
Is forever better for having loved honestly though he loses.
Thinks all other men are envious of him or blind.
Is secretly sure that his beloved has shown good judgment.
Lives in a world of dreams and storms.
Seems to be unaware that any other man ever knew what love was.

A Silly Girl—

Is not redeemed by good clothes.
May be good looking and poor company.
Cannot cover ignorance with powder.
Is miserable without flatterers.
Makes her own heartaches.
Thinks her father is an old fogy.
Never learns from her mother's experience.

Did You Ever Notice—

How easy it is to start a scandal?
How hard it is to start a reform?
How much depends upon the audience?
How little depends upon the preacher?
How charming some people are with guests?
How churlish they are with the family?
How much men presume on God's good nature?

Experience Teaches—

That it is as dangerous to take everybody's advice as nobody's.

The difference between a money maker and a money master.

That there is little difference between being blown up and called down.

That it is easier to get the applause of a crowd than its votes.

That it is often difficult to convict a man everybody knows is guilty.

That money given to charities is about all we ever keep.

That nothing is so empty as a friendship bought.

A Church Cannot—

Save a boy in spite of his father.

Exist on good wishes alone.

Run on money without men.

Be helpful and empty.

Do more than point the right way.

Save itself if it loses the people.

Stand true and stand still.

Beware Lest Your—

Self-respect becomes false pride.

Determination becomes stubbornness.

Faith becomes presumption.

Recreation becomes dissipation.

Self-confidence becomes conceit.

Your fish becomes a whale.

Your facility becomes an obsession.

A Man Can Always—

Give his friend the benefit of the doubt.
Do his duty when other expedients fail.
Be sure that no knocker can lower the quality of his merchandise.
Expect criticism when he stands firm for a principle.
Smile his way through difficulties easier than fight through them.
Get some profit out of every experience if he looks for it.
Make his own load lighter by sharing another's.

The Incompetent Man—

Always costs more than his wages.
Is the one who feels hard times first.
Is his own biggest expense item.
Usually wonders why the boss has a grudge against him.
Does not need to remain incompetent.
Is a liability in any organization.
Has to be supported by the competent man.

Are You a Skyscraper Man—

Whose charity is above commercialism?
Whose business is above trickery?
Whose mind is above scandal?
Whose politics are above partisanship?
Whose private life is above reproach?
Whose public life is above pettiness?
Whose good intentions are above suspicion?

The Real Secret—

Of success is to do your work better than you were expected to do it.
Of happiness is to love the things you have to do.
Of beauty is to have a spirit free from all ugliness.
Of power is to be ready for emergencies before they occur.
Of popularity is to make every man feel that he is of importance.
Of fashion is to do the thing other people are doing and do it first.
Of politics is to put into action the highest aspirations of the people.

A Guilty Conscience—

Is a poor bedfellow.
Will ruin the finest success.
Will tarnish the highest honors.
Makes a weakling of the boldest.
Comes back after the company leaves.
Never rebukes us for another's sins.
Cannot be bought off with money.

Your Purse Is a Poor Friend—

When your child has proven a disappointment.
When passion has become the master.
When you try to buy happiness.
Ir your soul is not contented.
If you have betrayed your best friend.
Unless you are its master.
If you are not in love with life.

I Have Always Found—

That every man has some sorrow under his smile.
That my known faults are far outnumbered by those unknown.
That the surest way to win a man is to make him feel important.
That the average boy can teach his father a good deal.
That most men think they could do it too if they had a chance.
That the country needs saving whichever party is in power.
That shoes and hats are just as comfortable when I don't know their size.

Faith Is the—

Doctor's reason for giving medicine.
Chemist's confidence in his molecules.
Engineer's authority for spanning chasms.
Architect's justification for rearing arches.
Artist's guide in laying on colors.
Surgeon's guarantee as he makes an incision.
Common man's way to the heart of God.

Life Is Too Short—

To let your knockers embitter you.
To grieve over the fish that got away.
To always wait for things to turn up.
To spend it all looking for a good time.
To waste any time worrying about critics.
To get envious of your neighbor.
To give all your time to yourself.

If Every Year—

We break one bad habit we have redeemed life.
We became familiar with some one art we should soon be slaves to beauty.
We perfected one new economy we should soon be on the road to plenty.
We set our stakes ahead, growth will be inevitable.
We could increase goodwill we should stop war.
We inspired one boy to go to college the world should soon have its needed leadership.
We cast out one old prejudice we should soon be enjoying life.

It Does No Good—

To give charity to a lazy man.
To do a boy's arithmetic for him.
To offer advice to a headstrong girl.
To join a church without changing your life.
To move to another town in search of good luck.
To pass a law and forget it.
To expect a change in administration to do it all.

There Is No Use—

In having leisure without knowing how to spend time.
In worrying about trouble that has not happened.
In helping a man who is not helping himself.
In giving advice to one who only wants his own judgment confirmed.
In calling a Bolshevist hard names.
Hunting for happiness in good clothes.

Wouldn't It Be Thrilling—

To see the peace conference assemble before the war broke out?

To hear that all appropriations for war had been turned to education?

To know sex literature was on an indefinite vacation?

To elect public officials on character, not party lines?

To see the Fundamentalists and Modernists meet in a Christian spirit?

To hear of a town that was spending more for libraries than amusements?

To find an industry that was being run for the benefit of the employees?

A Frown—

Is the most expensive "head dress" in the world.
Never sold a bill of goods.
Soon gets to be a habit.
Is the sign of mental indigestion.
Does not fit any face.
Will break the heart of a little child.
Never came from the heart of God.

A Bad Boy—

Is a good boy gone wrong.
Is a sign some man has failed at being a hero.
Is a challenge to the whole community.
Might be saved with a little brothering.
Always has a mother who believes in him.
Learned most of his meanness from men.
Needs more than a policeman.

The Nation's Business—

Has never been improved by calamity howling.
Is something in which everyone has something invested.
Cannot pay dividends unless we all take an interest.
Cannot be expected to prosper through unrighteous methods.
Always suffers when any one class is in control of its management.
Shows a greater need for steady work than for loose talk.
Suffers less from foreign competition than from domestic profligacy.

It Is Hard To Help One—

Who blames his failure to bad luck.
Who never sees his own faults.
Who sees no wrong in his own folly.
Who wants it all done for him.
Who thinks he never had a chance.
Who pities himself.
Who knows everything to begin with.

Christmas—

Is more than a date on the calendar.
Means a state of the heart.
Can last three hundred and sixty-five days, every year.
Wasn't originated by the greeting card merchants.
Is God's message of goodwill to men.
Is a good time to forgive our enemies.
Dawns on all men regardless of color.

I Am Happy—

Because more children are in school than ever before.
Because it is becoming easier to get good audiences for good pictures.
Because more new churches were built this year than last.
Because the world is demanding *some* peace plan.
Because business is beginning to accept the "service doctrine."
Because "TRUTH" is considered a good advertising policy.
Because more men are able to appreciate better music.

It Takes No Extra Time—

To say "Thank You."
To think kindly of your associates.
To be orderly and neat.
To hold your tongue.
To smile when you meet your friends.
To take orders cheerfully.
To thank God for each day's blessings.

It Is Easier—

To be honest than to escape the law.
To be thoughtful than to make apologies.
To tell the truth than to outrage your own conscience.
To be upright than to endure public scorn.
To serve God than to pay the wages of sin.
To forgive than to carry hatred in one's heart.
To see the good than to be embittered by the bad.

I Pray That—

Your desires may always somewhat exceed your satisfactions.
Your work may never quite measure up to your own ideal.
Your house may never be too large to be a home.
Your success may never come too easily.
Your children may never curse you with ingratitude.
Your opinions may never be so fixed you cannot change them.
Your friend may never supplant your own conscience.

We May Be Sure—

That our passions will master us or we will master them.
That the government will survive any election.
That destiny overlooks no accounts payable.
That sobriety will eventually prove the best policy.
That anything that undermines character is wrong.
That any religion which teaches fear is not Christianity.
That a scold is apt to have few friends.

A Smile—

Never goes up in price.
Nor down in value.
Requires fewer muscles than a frown.
Is God's way of breaking through on a man's face.
Is moral sunshine.
Will make a friend out of a critic.
Will sell more merchandise than a catalog.

The More We Worry—

About our health the higher our doctor's bills will be.
About our mistakes the more certain we are to make others.
About our luck the more certain we are to have only bad luck.
About bad weather the less we enjoy good weather when it comes.
About our work the less fitted we are to do our best.
About the cut of our clothes the less time we have for mental growth.
About imaginary troubles the less able we are to meet real ones.

I Would Rather—

Be beaten out than scared out.
Be called narrow than loose.
Tell the truth than dodge my friends.
Lose a customer than my self-respect.
Spoil a profitable deal than a good conscience.
Be a live wire than a dry cell.
Be defeated than despised.

It Takes More Than Money—

To make a living.
To make a home.
To make a man rich.
To provide for a happy old age.
To make your opinions valuable.
To win a boy's respect.
To establish righteousness in the world.

For Many It Is Better—

To stand for some ridicule than to fall for some invitations.
To be called a Puritan than to be called loose.
To swallow a little pride than to start a lot of trouble.
To pay as you go than to be forced to go because you can't pay.
To believe a few things sincerely than many things half-heartedly.
To lose an argument than to lose their temper.
To get the habit of economy than to get a raise in salary.

When In Doubt—

Be first to apologise.
Admit your share of the blame.
Ask yourself what is right.
Don't repeat it.
Pay the bill and save a friend.
Tell the exact truth.
Satisfy your own conscience.

If You Save a Minute—

Invest it in thought.
Spend it in learning.
Don't waste it in trifling.
Take an interest in some new idea.
Exchange it for training.
Coin it into knowledge.
You have lengthened your day.

The Less We Think—

About our stomachs, the better digestion we are apt to have.
About our neighbors' faults, the better neighbors they are sure to be.
About the preacher's peculiarities, the more apt we are to get the message.
About party lines, the better Congress we will have.
About courtesy, the more apologies our friends will have to offer for us.
About the time-clock, the faster our promotions are apt to come.
About hard times the quicker we reach good times.

Our Most Dangerous Day—

Is the one on which we complete our masterpiece.
Is when we can see no more room for improvement.
Is when our friends convince us that we have arrived.
Is when we lose the goad of necessity.
Is when we begin to have leisure.
Is when we think we can get by with our second best.
Is when we think our competition is beaten.

What Is Everybody's Business—

Usually needs a campaign manager.
Cannot be done in everybody's way.
Must be done in somebody's way.
Is generally done by a few;
And knocked by the rest.
Pays the biggest dividends to those who do it.
Asks no better endorsement than that of conscience.

So Many Good People—

Fail to consider their private lives essential to the public good.
Forget that religion is more than abstaining from some things.
Are contented so long as their personal fortunes are not subject to attack.
Seem to think the work is done when a law is passed.
Forget that social prominence implies social responsibility.
Are long on criticism and short on assistance.
Are down on the thing they are not up on.

Yes, We Have No—

Time for gossip.
Hope for the spendthrift.
Love for the cynic.
Sympathy for the shiftless.
Help for the idler.
Faith in the braggart.
Respect for the knocker.

A Little Child—

Never draws the color line.
Is the world's best schoolmaster.
Believes in his father when no one else does.
Never was a hypocrite.
Is not interested in social distinctions.
Cannot carry a grudge.
Is the sweetest work of God.

I Believe In Santa Claus—

Because I have been Santa Claus a few times.
Because the world needs something to keep childhood's faith.
Because the world has plenty of evil spirits already.
Because if there is none there ought to be one.
Because the world needs more imagination as it accumulates more learning.
Because he calls out the best in every father and mother.
Because the world can't afford to lose his spirit of happiness.

The Good Citizen—

Also keeps the laws that are inconvenient.
Does not begrudge the money spent for schools.
Does not set his son an example of lawbreaking.
Votes his judgments and not his prejudices.
Ought to know his child's school teacher.
Does not expect the police force to be infallible.
Considers the church a necessity, not a luxury.

No Man Can—

Serve two masters.
Build a godless home and rear righteous children.
Keep his money and grow rich.
Maintain a prejudice and be fair.
Slander his neighbors and be happy.
Outwit God forever.
Be a public sinner and a private saint.

Don't Hate Yourself—

Because you have failed—you can try again.
Because another excels you—you can do your best.
Because you lost your head—strive for self-mastery.
Because you played the fool—you can still act sensibly about it.
Because you offended a friend—you can play the gentleman.
Because you wasted money—you can earn another chance.
Because you have broken a vow—you can make a new one.

Happiness Comes To Him—

Who takes time each day for some good turn.
Who runs his business without allowing it to run him.
Who makes money instead of letting money make him.
Who is a big brother to a neglected boy.
Who sees his fortune invested in youth.
Whose business is building better people.
Who takes God's judgments in place of his own.

Blessed Are—

The school teachers for they are the builders of men.
The poets for they teach the people to sing.
The physicians for they are overcomers of pain.
The mothers for they are partners with God.
The little children for they keep the world glad.
The dreamers for they lead the way to achievement.
The toilers for they justify their existence.

The Blunderer—

Is, at least, a man who attempted something.
Lays a heavy load upon the forgiving spirit of the world.
Usually compels the public to help pay the price.
Is the finest fruit of ignorance.
Can always find a score of reasons why he is not to blame.
Probably gets more mercy from God, who knows his motives.
Is sometimes a most lovable failure.

Why Worry—

About Heaven if we are serving God here?
About money if it only causes us more worry?
About keeping friends who laugh at our convictions?
About a mansion if we can't find love in a cottage?
About criticism when the half has never been told?
About shabby clothes more than about worn-out opinions?
About trouble that can't come until tomorrow?

Some People Have a Genius—

For saying nothing and saying it constantly.
For thinking foolishness and talking noisily.
For reforming others and neglecting themselves.
For criticising everything and constructing nothing.
For killing time and calling it LIFE.
For living recklessly and thinking themselves unlucky.
For doing nothing and getting it into the newspapers.

The Successful Business Man—

Never enlarges his success by envying another man more successful.
Knows that his good name is worth more than paid advertising.
Is never afraid to train a good understudy.
Should never confuse "greatness" with "bigness."
Knows that genius is only common sense unusually plentiful.
Does not have to act pompously to prove his success.
Never achieved his greatness by shutting his eyes to his faults.

No Man Is Ruined—

By refusing to cultivate extravagant habits.
By making his home the object of his highest devotion.
By treating women with too much respect.
By working too faithfully for his employer.
By giving too much away to a worthy cause.
By maintaining a temperate mind toward all causes.
By abstaining from the use of alcohol.

Self-Made Men—

Too often quit work too early.
Seldom complain that luck was against them.
Have had to make stepping stones out of obstacles.
Never ask for more than a chance to demonstrate.
Enjoy the thrill of a great necessity.
Make their greatest mistake when they grow satisfied.
Always have plenty of boosters after they've won.

I Am Resolved—

To look closer for good in sinners than for faults in saints.
To be governed more by judgment and less by whim.
To give a little more service for every dollar I am paid.
To hold the honest man in a little higher respect.
To depend more upon hard work than upon influential friends.
To give my best impulses a better chance.
To treat my critics and competitors better than they treat me.

It's a Man's Duty—

To respect his work or change jobs.
To get both sides of a question before forming a judgment.
To give honest service if he expects fair treatment.
To set his boy an example in good citizenship.
To encourage any man who is fighting temptation.
To support any force that is defending his home.
To give public questions sober consideration.

Nobody Admires—

The boy who is ashamed of his mother.
The fool that can't take his own medicine.
The girl who gives herself away to every man.
The finery we are in debt for.
The critic with the beam in his own eye.
The city that protects industry and neglects children.
The people who try to buy popularity.

Team Work—

On the part of every player wins pennants.
On the part of preacher and people makes a conquering church.
On the part of officers and public makes a town fit to live in.
On the part of boss and help makes the business able to pay wages.
On the part of nations will make war an outworn madness.
On the part of churches can redeem the world.
On the part of officers and men makes an army invincible.

Nothing Is Easier—

Than blackening a reputation through insinuations.
Than weakening a government through prosperity.
Than sickening an audience through pretensions.
Than impoverishing a youth through idleness.
Than killing a woman's love through neglect.
Than breaking a bank through gossip.
Than fooling the voters with false promises.

Death Does Not End—

The inspiration of an unselfish friendship.
The message of a worthy book.
The music of a heart-lifting song.
The kindness shown to a little child.
The influence of a triumphant life.
The injustice of a friend's betrayal.
The gratitude of weary travelers helped.

If One Stops—

To correct every bad impression he will never arrive anywhere.
To argue with every mistaken man he will become a mere scold.
To listen to every malcontent he will sour his own spirit.
To help every suppliant he will render many an injustice.
To hear all the gossip he will make his mind a garbage heap.
To join all the lodges he will lose his home life.
To settle all questions he never makes up his mind.

Wealth Cannot—

Give comfort to a mother bereaved.
Heal the wrongs perpetrated by an injustice.
Make opinions more weighty than logic allows.
Make a song, a picture or a poem live.
Give a boy the same advantages that poverty brings.
Indefinitely defy the working of nature's laws.
Compensate for ruined health.

No Amount of Money—

Can make a false argument hold.
Can make a lie tell the truth.
Can atone for a love that has died.
Can stifle a sinner's conscience.
Can paint a masterpiece.
Can heal a broken heart.
Can give a girl her mother's judgment.

Most Men Admire—

Independence of judgment in a public official.
A certain reticence and delicacy in their women friends.
A skillful worker, whatever his line.
The one who makes two grins grow where one grin grew before.
The man who can face his defeat without whining about hard luck.
The good-natured sinner more than the sour-faced saint.
The church that is building up the people.

Thrift—

Is a characteristic we do not inherit.
Never seems unreasonable to an ambitious man.
Is a good antidote for the divorce menace in a home.
Is a young man's best recommendation.
Is needed worse than a change in national administration.
Costs nothing more than self-control.
Is the shortest route to independence.

A Woman's Greatest—

Power is in her womanliness.
Charm is in her modesty.
Weakness is in her imitation of masculine vices.
Future is in the calling of motherhood.
Folly is in her vanity.
Joy is in her good name.
Danger is in her flatterers.

Men Who Cannot Manage—

Their own affairs are frequently most ready to run for office.
Their own children usually know best how to manage mine.
Their own tempers are not fit to manage other men.
Money are doomed to poverty in spite of their thrift.
Their time will never succeed in any line of business.
Their tongues make a lot of extra trouble for themselves.
Their leisure will never be helped by a short working day.

To Be Free—

From envy is better than being rich.
From suspicion fills your world with friendly folk.
From worry is the right of every honest man.
From bitterness is better than being beautiful.
From temptation is to be rid of life.
From fear means the beginning of life.
From debt ought to be man's ambition.

There's a World of Difference—

Between mock modesty and genuine humility.
Between mere busyness and useful employment.
Between being economical and being miserly.
Between good grades and real scholarship.
Between true liberty and wild abandon.
Between laughing to live and living to laugh.
Between honest convictions and mere stubbornness.

It Is a Shame—

That we can't punish some parents instead of the children.
That good people are so slow to help with public affairs.
That sheer nakedness sometimes gets itself called art.
That immodesty ever seems to be funny.
That a quarrel lives so much longer than a kindness.
That rich fathers can't bequeath their judgment with their money.
That men accept God's goodness without giving thanks.

The Impossible—

Is often surprisingly easy when we try it.
Puts all the wish-boners to flight early.
Is what makes heroes out of ordinary men.
Is only the mask which the difficult wears.
Is where the ordinary man quits and the extra-ordinary begins.
Terrifies the timid and challenges the courageous.
Is usually the obvious after it is done.

Happiness Is Well Worth—

The self-denial that economy demands.
The effort necessary to master a sharp tongue.
The sacrifices that love makes necessary.
The loyalty to truth that conscience requires.
The exactions of an uncompromising ideal.
The surrender of any debasing habit.
The struggle to become supreme in one's profession.

What Could You Do—

With the time you wasted on cheap amusements?
With the mental energy you squandered in a fit of anger?
With the will power expended in mere stubbornness?
With the money thrown away on that which gives no satisfaction?
With the opportunity you missed while out looking for luck?
With the good name that evil companions stole away from you?
With the hours spent in acquiring a wasteful habit?

You Cannot Separate—

Your opportunities and your responsibilities.
Your belief and your daily conduct.
True success and uninterrupted hard work.
Your habits of waste and your days of want.
Your money and the temptations it brings.
Low living and the resultant high costs.
A mother's influence and a boy's ambition.

We Are As Young—

As our enthusiasm for a new game.
As our faith in the common people.
As our unwillingness to carry grudges.
As our confidence in tomorrow.
As our interest in a new idea.
As our courage in a righteous cause.
As our smile in the face of adversity.

I Always Doubt—

The necessity of any evil.
The election predictions that come from campaign headquarters.
The sincerity of the salesman who does not use his own goods.
The wisdom of calling public officials hard names.
The religion of a man who is afraid of a fact.
The press agent's estimate of the cost of a moving picture.
The justice of punishing boys for following father's examples.

The Way of the Transgressor—

Wouldn't be so full if it looked hard.
Is fenced in with red tape.
Is frequently easier than the way of the prosecution.
Is often crowded with sentimental sympathisers.
Is no longer sin but a series of psycho-complexes.
Is made expensive by the lawyers.
Always has an exit for the man who gets tired of it.

Criticism—

Leaps to the task of destruction.
Crawls to the work of construction.
Easily becomes a pernicious habit.
Wounds deeper than any sword.
Is the occasional privilege of a friend.
Is the poisoned arrow of an enemy.
Accomplishes most when accompanied by a smile.

Sooner or Later—

The wisdom of modesty will again be recognised.
A place will be made for religion in education.
Drunken nations will find they cannot compete with sober ones.
Governments will learn to inquire the will of the people.
A man's business will be considered his responsibility for service.
Even the poorest child will be guaranteed a fair chance.
The churches will fight community evils and not each other.

Discontent—

Has always been a robber.
Will tarnish the rarest beauty.
Can impoverish the richest man.
May embitter the sweetest pleasures.
Is the creation of a man's own heart.
Never seems unreasonable to its victim.
Always takes everything and gives nothing.

Believe It Or Not—

Young couples once believed in long engagements.
Women once valued children above careers.
Prunes were once within reach of the common purse.
American families once attended church together.
Chop suey was never heard of in China.
Men once said the fifteenth amendment was a failure.
Thrift was once a respected virtue.

Time Will Tell—

The preacher that religion is more than controversy.
The politician that God lives in spite of elections.
The scientist that truth existed before he began investigating.
The teacher that a great deal of her work wasn't wasted.
The mother that her prayers did have an influence.
The employer that his men are more important than his machines.
The libertine that God wasn't fooled after all.

We Change Our Minds—

About people when we come to know them better.
About jobs when we see how the other man works.
About policies when our party gets into power.
About children when we have some of our own.
About education when we fail for lack of preparation.
About religion when we get into trouble and have no God.
About a business after we have invested in some stock.

Life Is Too Long—

To try to bluff your way through it.
To start into it without a trade, or profession.
To try to fill it with suspicion of other people.
To begin blaming all your troubles on other folk.
To neglect saving for old age.
To let cynicism develop in your own heart.
To plan it without God being given any part.

Democracy Is Succeeding—

If the children of the poor have a chance at an education.
When men hold their right to vote in high esteem.
When moral issues are more influential than money profits.
So long as Abraham Lincoln can be elected president.
Where citizenship does not depend upon color or birth.
If men have a right to worship according to their conscience.
When an idea is accepted regardless of the wealth of its proponent.

Perfection—

Is never attained by the bluffer.
Cannot be too good to be true.
Is a correct combination of trifles.
Should not be expected of a beginner.
Is made up of industry, understanding and application.
Is cheap at any price.
Will never lack for a market.

We All Know—

Much better than we do.
Truths about ourselves we will not admit.
People who enjoy poor health.
Other people's faults better than our own.
Worry never helped make anyone happy.
That obituaries never fool anyone.
We can't argue with conscience.

The Old Country Church—

Finds the new Country Club a poor successor.
Looks well surrounded by automobiles.
Always contributed more to the people than they contributed to it.
Can't die without everyone in the community being the loser.
Remains a necessity so long as national prosperity depends on character.
Needs no better justification than the Christian lives it has produced.
Has done more for the nation than all our Broadways and white lights.

We're All Too Apt—

To judge men solely by their faults.
To vote for the man who talks the most.
To begrudge our taxes and excuse our extravagances.
To be irritable at home and courteous abroad.
To talk first and think afterwards.
To condemn an idea because it is new.
To suspicion the man who disagrees with us.

A Year of 365 Days—

Is too short to try to join all the lodges.
Is too long to put off making a will.
Is to be lived just one day at a time.
Won't have but one birthday in it.
Has fifty-two Sundays for worship.
Makes room for a lot of reading.
Is certain to be part sunshine.

It Is Not—

The town we live in but the way in which we live.
The position you hold but the attitude toward that position.
The preacher you hear but the attention you give.
The money you earn but what you do not spend that draws interest.
The family you are born into but the family you marry into that you choose.
The clothes you wear but the reputation you bear that defeats you.
The block you live in but the one you live under that makes success.

Wealth Is Powerless—

To redeem a boy lost through a father's neglect.
To bring a loved one back from the grave.
To buy the respect of people who know the truth.
To change a bad heredity.
To make a stupid book interesting.
To set aside the laws of God.
To ever take the place of character.

What Do We Gain—

If we gain business and lose our self-respect?
If we win friends and sacrifice our ideals?
If we become popular and grow careless in morals?
If we climb to power and become hard-hearted?
If we grow wise and cynical?
If we keep up with the style and down in debt?
If we buy good clothes and neglect good manners?

It Is a Fact—

That Thanksgiving was observed before football was invented.
That all the hypocrites are not in the churches.
That sometimes a reformer has honest purposes.
That an automobile looks well in front of a church on Sunday.
That being native born does not make one a good American.
That preacher's sons sometimes make good.
That no boy is hopeless whose mother still prays for him.

Nothing Makes a Man—

Immortal like rendering a service of eternal value.
Dishonorable except a moral failure on his own part.
Truly noble except a divine ideal.
Humble like the questions of a little child.
Happy if contentment is not in his heart.
A good neighbor if he is a bad influence on boys.
Superior to the law of the land in which he prospers.

Your Better Self—

Is usually the last to get a fair hearing.
Is your mother's reason for believing in you.
Is worth too much to be sold out.
Never entirely deserts you.
Tells you more truth than any friend does.
Sometimes lives through a lot of neglect.
Always encourages you in your honest efforts.

A Day Without—

One good laugh is like a room without an airing.
One splendid effort is like riding through a desert.
Some hard thinking is a sin against our divinity.
A bit of love expressed is like a garden without flowers.
Lifting someone's load is like a motor racing in neutral.
Noticing anything beautiful is like walking through a tunnel.
A prayer is like a bird without wings.

Any Prejudice—

Will blind a man to many good things in life.
Represents an unwillingness to face all the facts.
Is born of stupidity and ignorance.
Has in it the seeds of some war.
Is hateful in the sight of God.
Is capable of warping all our other judgments.
Is impossible if a man's respect for truth is high enough.

You Can Always Say—

"No" in times of temptation.
"THANKS" when you are the recipient of a favor.
"PLEASE" if you are asking for help.
"ABSOLUTELY" when you are sure of your facts.
"YOU'RE WELCOME" and get the fun out of giving.
"GOOD LUCK" even after you've turned a man down.
"GOD BLESS YOU" if your heart is right.

We Are More Apt—

To ask foolish questions than to seek serious information.
To hunt for low prices than good merchandise.
To believe our flatterers than our sincere critics.
To complain about physical discomforts than moral insults.
To blame God when in misfortune than to thank Him when in good fortune.
To blame our ancestry for our vices than credit them with our virtues.
To follow the fashion than to be comfortable.

Give Yourself Room—

In your business to take time for outside interests.
In your home to entertain a few choice friends.
In your thinking to provide for a change of opinion.
In your religion to see the good in other men.
In your amusements to side-step the debasing.
In your spending to provide for some worthy charity.
In your garden to grow a flower to be given away.

We Seem To Want—

All profits and no risks in business.
Short hours and long wages in industry.
Beautiful doctrines and no duties in religion.
Good grades and no work in school.
Honest officials and no more personal responsibility.
Lower taxes and better government.
Cheaper rent and more conveniences.

Where There Is—

Faith, there is a heart more courageous.
Love, there is a world more beautiful.
Happiness, there is a man who has turned his back on bitterness.
Peace, there must be a clean conscience.
Charity, there is a spirit of thanksgiving.
Tolerance, there is a mind open to new ideas.
Progress, there must be men who do more than they're paid for.

We Never Fully Believe—

A prophet until he has been stoned.
Our parents until we have children of our own.
The salesman who does not use his own merchandise.
The man who says he does not care what people think.
The ten commandments until our own liberties are trampled on.
The man who needs profanity to enforce his argument.
The press agent's estimates on the cost of a picture.

It's a Rare Gift—

Saying witty things without leaving a sting.
Helping a youth without spoiling him.
Complimenting a woman without flattering her.
Being frank without being brutal.
Being a story teller without being a nuisance.
Knowing when to take your departure from a friend's house.
Accepting a man's friendship without imposing on it.

Many Are Mistaken—

In thinking that winning an argument changes the mind of God.

In hoping that an education makes it unnecessary to work.

In trying to save expenses by refusing to build school buildings.

In accepting charity when they really need a new determination to make good.

In believing that God can be fooled as easily as man.

In supposing that dishonest work hurts only the employer.

In hunting laughter when they really want happiness.

You Cannot Substitute—

Prayers for personal effort.

A governess for parental oversight.

Casual opinions for honest convictions.

Careless alms-giving for social sympathy.

Cosmetics for the beauty of innocence.

Clever speech for simple honesty.

Church membership for sincere piety.

It Is Dangerous—

To expect charity to suffice for justice.

To stop working on a problem until it is settled right.

To think that human nature reforms itself.

To win your first success too easily.

To try to run big business on small principles.

To conclude that evil is ever tired of the fight.

To overlook the good that any man may contribute.

There Are Many Times—

When patience is more noble than conflict.
When congratulating the successful is more difficult than helping the unfortunate.
When economy is an extravagance.
When tolerance becomes mere moral laziness.
When a soft answer accomplishes more than hard words.
When the man called conceited is simply one who is sure of himself.
When doing an unpleasant duty is easier than facing an uneasy conscience.

Nothing Is Easier—

Than finding a fault in a friend.
Than criticising the government.
Than starting a scandalous story.
Than drifting with the crowd.
Than making cowardice look like expediency.
Than blaming our misfortunes on others.
Than holding our acquaintances under suspicion.

No One Else Can —

Furnish you with will power.
Take your place if you are displaying originality.
Make up your mind for you.
Help you much if you don't boost yourself.
Save you from the consequences of all your follies.
Supply you with a substitute for initiative.
Tell you what your conscience ought to.

We Seldom Complain—

Until the tariff ruins the prices on our produce.
When another man's misfortune means cheaper goods for us.
Until the neighbor's cows get into our corn.
When an unjust tax is levied on someone else.
About our own foolish spending as we do about our wife's.
Until the preacher talks about our own besetting sins.
About the mistake that is in our favor.

You Can Overcome—

Prejudice by looking for the good in people.
Timidity by forgetting yourself.
Ignorance by investing two evenings per week in study.
Ugliness by living a beautiful life.
Cynicism by cultivating the friendship of a little child.
Bigotry by comparing your faults with his virtues.
Fear by believing that God is interested in you, personally.

You Can't Expect—

To be a big business man without learning to save.
To be a scholar without investing long hours in study.
To escape hard times and be a stranger to hard work.
To make a hit every time you come to bat.
To have all the people with you all the time.
To get all the business without a good reason.
To have an honest congress without an honest citizenry.

If You Save—

Your self-respect you have saved your life's foundations.

Your hope you save strength for another fight.

Your good humor you have saved yourself many after regrets.

Your good name you have saved your working capital.

Your faith in men you have saved your faith in tomorrow.

Your spirit from bitterness you have saved your own happiness.

Your love for work you have saved the beginning of a fortune.

The Real Power of—

A woman is in her womanliness.

A preacher is in his sincerity.

A teacher is in his patience.

A musician is in his spirit.

An artist is in his imagination.

An editor is in his discernment.

A statesman is in his loyalty to justice.

Why Not Try—

Giving the best of a bargain instead of getting it?

The ten commandments in your everyday business?

Keeping the week-days holy also?

Complimenting instead of complaining?

Forgetting your grievances instead of nursing them?

Looking for the good and not the bad in people?

Making yourself comfortable instead of stylish?

America Does Not Need—

Bigger cities, but cities with a bigger vision.
Church union as badly as united action by the churches.
Better houses, but homes which build enduring character.
Faster cars, but drivers who can keep to the right.
More powerful radios, but more messages worth broadcasting.
More freedom of speech, but more thinking before speaking.
More chances to make fortunes, but more men able to manage them.

Money Cannot Buy—

Health that has been wasted through excesses.
Happiness if the heart is sick.
The love of an honorable woman.
The thing that makes a house a home.
An ability to exercise good judgment.
The goodwill of an offended conscience.
The respect of a man who puts honor above profits.

If You Want To Be Rich—

Invest some time each day in your friends.
Don't try to live on your salary alone.
Start your day with counting your blessings.
Cultivate the habit of giving to those in need.
Don't try to remember yesterday's insults.
Become intimate with a few good books.
Keep a good conscience toward God.

There's a Real Thrill—

In putting your last ounce of strength into a worthy cause.
In investing in a boy and watching him pay dividends.
In finding a friend who asks no more than he is willing to give.
In watching a movie that does not exhibit the eternal triangle.
In seeing a boy make a confidant of his mother.
In voting for a candidate who has slung no mud.
In meeting a great man who bears close inspection.

I Am More Concerned—

About a man's character than his creed.
About making a city righteous than about making it rich.
About protecting boys than protecting investments.
About making a customer than about making a sale.
About good morals than about good appearances.
About being fair than about being clever.
About giving opportunity than about giving charity.

If You Want To Be Poor—

Sell out your friends in a pinch.
Turn a deaf ear to appeals for charity.
Let your neighbors carry on the community enterprises.
Give no place in your heart for a little child.
Keep yourself enslaved to your business.
View all your friends through the eyes of suspicion.
Take no interest in art, literature or music.

I Never Heard—

That Lincoln ever complained about lack of opportunity.
That Clara Barton was looking for a career.
That Gladstone knew too much to be religious.
That Edison ever worried about long hours.
That Roosevelt was afraid of criticism.
That Herbert Hoover ever asked how much there was in it.
That General Grant ever quit because there were difficulties.

You Cannot Make—

A sound government out of mock patriotism.
A good church member out of a quarrelsome saint.
A good reputation and be indifferent to public opinion.
A happy home out of moral bankrupts.
Young people sensible without a few good parental patterns.
A good book out of a beautiful binding.
Any argument appear a reasonable to a prejudiced man.

It Doesn't Pay—

To let grudge embitter your spirit.
To let gossipers ruin your friendships.
To let suspicions warp your judgments.
To let flattery undermine your ambition.
To let an automobile take you away from church.
To let your friends do your thinking for you.
To let your imagination invent your troubles.

The Best Way—

To write a book is to begin with an idea.
To rear a boy is to treat him like a man.
To revive business is to give it both principle and interest.
To run a church is to specialize in helpfulness.
To make marriage a success is to lengthen the honeymoon.
To cut down taxes is to cut down expenditures.
To build a home is to furnish it with kindliness.

An Angry Man—

Is always at a disadvantage in an argument.
Never increases his self-respect by his anger.
Ought never to mail his letter until the next day.
Is in a poor position to pass a careful judgment.
Usually sets his tongue running with his brains in neutral.
Will find that a low tone of voice is a good stabilizer.
Needs a host of forgiving friends.

It's a Good Thing—

That the papers don't print all the scandals.
That Congress takes an occasional vacation.
That we don't have to sit through all the movies.
That God is more than merely just.
That mother never worked on an eight-hour day.
That school teachers don't charge according to service rendered.
That all our suspicions are not well founded.

You Will Always Need—

Quality merchandise to make a business permanently successful.
Something more than a big house to make a home.
A reputation for fair dealing to insure a happy old age.
An educated citizenship in a republican form of government.
More than money to induce good men to run for office.
A spirit of tolerance if religious liberty is to be guaranteed.
Friends, no matter how rich you become.

Look In the Mirror and—

Ask why the man you see seems to have so few friends.
Ask why that man has trouble at home.
Ask why that man's boss is always prejudiced.
Ask why the preacher always seems to be hitting you.
Ask why you go on giving God your second best.
Ask why it has been so long since you had a new idea.
Ask why that old quarrel has not been patched up.

The Road To Success—

Is never made shorter by crooked work.
Is no man's private driveway.
Starts wherever a boy and a school meet.
Was never laid out by an idler.
Is littered with discarded conceit.
Has only one trail-marker—"Keep to the Right."
Is frequently infested with mud-slingers.

Any Man Can Boast—

That he is born with the power to love a worthy woman.
That no enemy can overcome him but himself.
Of greatness if he can think, love and purpose.
Of good company if he is able to entertain himself when alone.
Of wealth if he has a contented spirit.
Of power if he is the master of his own habits.
Of good judgment if he can tell the best from the good.

It Is a Joy—

To see a youth respectful to old age.
To be welcomed by the shout of one's own children.
To find a mother training her daughter to keep house.
To hear a boy defending his father's good name.
To know a man who is not always looking for insults.
To watch a picture that does not deal with the sex problem.
To be able to ask God's blessing on the day's work.

The Strongest Man—

Is no match for an outraged conscience.
Sometimes needs a word of encouragement.
Needs to be on constant guard against temptation.
Is the most pitiable when he fails.
Is often beaten by his own conceit.
Must train his strength to make it effective.
Ought to carry the heaviest responsibility.

A Good Neighbor—

Does not interfere with discipline in his neighbor's home.

Does not treat my troubles as subjects for conversational barter.

Thinks good of me whenever I give him a chance.

Does not jeopardise our friendship by borrowing too much.

Considers the effect of his example on my children.

Does not expect a greater degree of perfection in me than he finds in himself.

Rejoices with me in my success as well as sorrowing with me in my troubles.

Your Flag—

Flies no higher than your heart.

Means most when you have sacrificed most.

Needs you now that peace is raging.

Is never lifted higher by race prejudice.

Looks better over a school house than a brewery.

Doesn't need praise so much as loyalty.

Shines fairer as we serve God better.

Isn't It Monotonous—

To talk to a man who always agrees with you?

To live in a land where the sun always shines?

To listen to a tightwad's alibis?

To hear someone brag when you want to be bragging?

To hear paramours and consorts called affinities?

To drive all day without a blowout?

To prosper a whole year without thanking God?

Beware of—

The boy who treats his sweetheart better than he treats his mother.

The salesman who must resort to profanity to strengthen his sales talk.

The advertisement that promises too much too quickly.

The woman who is more expert in making up her face than her mind.

The town which is more considerate of business interests than of child interests.

The restaurant whose manager takes his meals outside.

The man whose time is so valueless that he can afford to waste yours.

You Can't Expect—

Any law to enforce itself.

A Sunday School to do the work of a godly home.

A new suit to hide an old fault.

A doctor to keep you well in spite of yourself.

A party platform to be remembered too long.

The public to overlook your faults forever.

A college to succeed with a boy if you have failed.

An Apology—

Is a friendship preserver.

Is often a debt of honor.

Is never a sign of weakness.

Is an antidote for hatred.

Costs nothing but one's pride.

Always saves more than it costs.

Is a device needed in every home.

I Am Old Fashioned Enough—

To believe that a certain amount of work is good for any child.

To think that most men want to do the right thing.

To remember that the Sabbath day was meant to be kept holy.

To try hard work and economy as a remedy for hard times.

To insist upon women holding modesty in high esteem.

To expect that any law for the good of the people can be enforced.

To vote for the man who does the least talking and gets the biggest results.

A Grouch—

Never lifts another man's load.

Never made a neighborhood happier.

Makes a poor father.

Usually has a small funeral.

Does the most damage to himself.

Tries the patience of God.

Calls his grouchiness reasonable conservatism.

Life Is Not—

A hundred yard dash but a marathon.

A single song but a harmony of self.

A joke but we must laugh at the impossible.

A burden unless a man begins to pity himself.

Blowing your own horn but playing in the orchestra.

A battle but each man must fight the evil in himself.

An aimless existence if we find the plan of God.

At Least We Can Hope—

That the Golden Rule will sometime be given a fair trial.
That justice will finally prevail in industry.
That we will eventually catch up to the ideal of democracy.
That our children will be an improvement on their parents.
That the folly of moonshine will some day be admitted.
That jazz will not last forever.
That religious intolerance may at last be Christianised.

I Always Feel Encouraged—

When I see a boy learning a trade.
When I find a workman proud of his work.
When I see a case settled out of court.
When I see two churches merging into one.
When I know that a girl talks it over with her mother.
When I see a father going to Sunday School with his boy.
When I see a family saying grace before meals.

You Need a Lot—

Of patience to be a scientist.
Of wisdom to be a parent.
Of forgiveness to be a wife.
Of faith to stand alone.
Of courage to be an editor.
Of humor to be a social worker.
Of human nature to be a preacher.

Every Man Should—

Give an honest return for any other man's dollar.
Count his own mistakes before passing judgment on his brother.
Reward the public for its confidence with his best endeavor.
Be slower to condemn than he is to extend a helping hand.
Realise that the sum of one's secret desires makes his public character.
Cultivate his strengths instead of nursing his weaknesses.
Give more than he gets to be counted a success.

A Word of Honor—

Should not need a witness.
Ought never be given in a dishonorable matter.
Is taken lightly if given too easily.
Cannot be strengthened by profanity.
Is no better than the character behind it.
Is never outlawed by time.
Is a gentleman's best collateral.

Good Health—

Depends principally upon self-mastery.
Is seldom appreciated until lost.
Is sufficient reason for daily thanksgiving.
Is too scarce to be wasted.
Is easier kept than regained.
Is always an aid to real piety.
Costs less than enforced vacations.

He Is a Great Man—

Who teaches us how to do a useful thing in a better way.
Who inspires men to trust each other farther.
Who teaches men to use their brains more and their fists less.
Who can give praise without condescension and take criticism without whining.
Who has learned to forgive as he would like to be forgiven.
Who combines a readiness to learn with a willingness to work.
Who refuses to be seduced by his own facility.

There Is Danger—

In giving a boy too much money.
In succeeding too easily.
In buying clothes on the installment plan.
In believing your own recommendations.
In choosing your son's life work for him.
In entering politics if you have a shady past.
In belonging to a long list of clubs.

Don't Let Yourself—

Worry when you have done your level best.
Hurry when success depends upon accuracy.
Think evil of a friend until you have the facts.
Believe a thing is impossible without trying it.
Waste time on futile regrets.
Imagine that good intentions are a satisfactory excuse.
Harbor bitterness within your own soul.

Those Who Bring—

Happiness to others multiply their own joys.
Fear into the hearts of little children lay up trouble for themselves.
Suspicion into a community cannot complain if their own heart is broken.
War upon the world seldom do the actual fighting.
A scoundrel to justice have served the entire community.
The facts to light are never popular with those whose profits are ruined.
Unwholesome amusements to town are the enemies of every man's children.

Thank God Every Day—

If you have good health.
If you have a son who believes in you.
If you have a work worthy of a man.
If you have a friend you can trust.
If you are an American citizen.
If you own a good book.
If your mother still lives.

Train Up a Child—

To disobey and he will become a law breaker.
To waste and he will become a pauper.
To work and his prosperity is assured.
To deceive and he will break your heart.
To spend and he will always be broke.
To rebel and he will become a social outcast.
To worship and he will become a God-fearing man.

Tyrants of Old—

Were not more cruel than parents who teach not their children to work.
Enjoyed fewer pleasures than those a child can now command.
Did not eat as good food as the average laborer can now obtain.
Never worked worse injuries than leisure now inflicts.
Were less brutal than the modern amusements which kill the soul.
Were never as powerful as one regenerating idea.
Probably owed their tyranny to some "inhibited complex."

Seek and Ye Shall—

Find just about what you're looking for.
Be surprised how good the world is.
Discover the lovableness of your neighbor.
Find that the government is not so bad after all.
Realize how much honor there is in business.
Be convinced that the wages of sin are still death.
See your own foolishness in your son's folly.

Pity the Poor—

Rich man who has nothing but money.
Debutante who can't cook a wholesome breakfast.
Fool who thinks God isn't watching.
Politician who buys popularity at the cost of principle.
Girl who knows nothing but jazz.
Parents of children in a flat building.
Officer who tries to enforce the law among friends.

I Can Keep Busy—

With today's troubles without borrowing tomorrow's.
With good books without experimenting with cheap ones.
Living up to my religion without ridiculing that of another man.
Preaching essentials without killing time arguing about non-essentials.
Answering my critics until I have no time left for my work.
Doing my duty until I forget to strike for my rights.
With my day's work and forget the barking of fault-finders.

Your Best Friend—

Can't save you if you insist upon acting foolishly.
Never asks you to violate your code of honor.
Knows enough to be your most dangerous enemy.
Always suffers for your faults.
Asks no higher compliment than your confidence.
Must never be allowed to do your thinking for you.
Is often the poorest judge of your work.

It Seems To Be the Fashion—

To say that jazz is music.
To call a paramour an affinity.
To expect parents to obey their children.
To blame everything on the movies.
To call a thing highbrow if you can't understand it.
To consider law evasion a sign of cleverness.
To think the passing of a law settles the matter.

The Man Who Loves Life—

Will not waste time on melancholy theories.
Will look for the romance in every chance event.
Will put the song in his heart before he puts money in his purse.
Finds that it becomes more lovable as he bears another's burden.
Is perfectly willing to admit that his own life is imperfect.
Accepts the imperfections of life as his opportunity to serve.
Finds no satisfaction in hearing that some noble hope has perished.

You Ought To Take Time—

To forget your anger before writing the letter.
To keep the confidence of your own son.
To be thankful for neighbors who are charitable.
To plant a few songs in your own heart.
For extending your acquaintance with the immortals.
For a visit with God sometime before bedtime.
For one round with a big idea every day.

There's Something Divine About—

The love of a mother for a wayward son.
A song that warms the heart.
The sight of an officer doing his full duty.
A gospel that remains fresh after nineteen centuries.
A boy's loyalty to his gang.
The purity one sees in the depths of a baby's eyes.
The devotion of a man to a great cause.

I Have Tried—

Laughing at difficulties and found many of them disappearing.
Attempting heavy responsibilities and found them growing lighter.
Facing a bad situation and found it clearing up.
Telling the truth and found it the easiest way out.
Doing an honest day's work and found it the most rewarding.
Believing men honest and found them measuring up to my expectation.
Trusting God each day and found Him surprising me with His goodness.

Your Association With—

People should make you more charitable.
Books will make you the master of great ideas.
Nature will lead you into the presence of God.
Evil will start corrosion in your own soul.
Business, only, will dwarf your spirit.
Music will make you sick of jazz.
Crime will teach you the folly of selfishness.

The Highbrow—

Doesn't have to act it if he is it.
Often has his entire stock in the show window.
Is the name inferiority sometimes applies to superiority.
Is frequently intellectually insulated.
Often becomes low brow when you know him.
Occasionally enjoys being just plain human.
Usually makes quite an impression on himself.

Wherever You Find—

High grade horses you will find a few low grade men.
A class of idle rich you will find a group of sullen poor.
A public playground you will find the city's greatest resources.
A boy taking an interest in his work you will find one succeeding.
A display of musical temperament you will find a lack of self-control.
A girl who wants to go straight you will find a road going that way.
A $25,000 job you will find a scarcity of men to fill it.

Your Spare Time—

Is the acid test of your character.
Must be spent—cannot be hoarded.
Pays big when invested in training.
Holds the success of your dreams.
Is your life's margin of profit.
Is too scarce to be wasted.
Is your most dangerous time.

A Dollar Is—

A fortune to a boy.
A handicap if gained without labor.
Worth one hundred and six cents to a thrifty man.
Too much to waste on anything.
Something that will buy real wealth.
A test of character for a tightwad.
An aristocrat on a collection plate.

We Ought To Know—

As much about our children's schools as about our blooded stock.
When convictions have degenerated into prejudices.
Enough to drive carefully without policemen to watch us.
The difference between standing for a proposition and falling for it.
How to make new friends without losing the old ones.
That a doctor can't work miracles without God's help.
That a father cannot fool his boy very long.

We Must Respect—

Our children's rights if they ever respect ours.
Our neighbors if we are to have any standing in the community.
Our government if we live under its protection.
Our work if we are to get the fun out of it.
Our homes if they are to be the nation's strength.
Our word if we are to have credit at the bank.
Our laws if we are to have a stable government.

Some Men Advertise—

Their conceit by their intolerance.
Their humility by their faithfulness to drudgery.
Their education by their ability to listen.
Their religion by their standing with the family.
Their honor by their promptness.
Their self-respect by their refusal to laugh at smut.
Their ignorance by their conversation.

I Believe In—

The town which builds school houses before it does theaters.
The mayor who rates the boyhood of a town ahead of its industries.
The mechanic who takes a real pride in his work.
The landlord who rents homes, not houses.
The bell-hop who refuses to allow tips to debase him.
The chauffeur who holds the pedestrian in some esteem.
Any man who respects his mother's religion.

It's a Good Thing—

To be blind when others are looking for trouble.
To be dumb when others are messing in scandal.
To be deaf when others are spreading gossip.
To be busy when others are waiting for luck to break.
To be pushing when others are hunting for pulls.
To be tolerant when others are contentious.
To be charitable when others have been caught in mistakes.

A Promise—

Is always easier given than kept.
Is a sight draft on character.
Should never be given in haste.
Is never sacred to a man who has no God.
Is never made more binding with red tape.
Always has God for a witness.
Is moral liability until fulfilled.

Don't Pity—

The mother who misses a dance for the sake of her children.
The boy who is compelled to work his way through college.
The deaf man—he doesn't have to listen to jazz.
The policeman who does his duty and gets the approval of his conscience.
The movie heroine—she always gets out somehow.
The little child who is compelled to learn obedience.
The girls who chose honor in place of popularity.

You'll Have a Hard Time—

Convincing any mother that her boy is bad.
Showing an inventor the weakness of his idea.
Proving a thing is immoral if it is profitable.
Making youth believe that married life is more expensive.
Prohibiting anything that pays big profits.
Finding a popular song that will live five years.
Keeping your shady deals hidden from the Almighty.

The Best Pull—

Is the reputation for dependability and loyalty.
Does not make the incompetent man competent.
Is the one you make for yourself.
Is found when husband and wife pull together.
Is never worth waiting for.
Never helps as much as the willingness to push.
Is not needed by a man who is better than the average.

I Am Convinced—

That most people are better than they seem.
That the meanest man is seldom proud of his distinction.
That a profane man would hardly be willing to be taken at his word.
That to argue about religion is a poor way to demonstrate our piety.
That too many of us listen to a new idea with our prejudices.
That we are too tolerant of people who call nastiness by the name of art.
That no man can be honest and keep a closed mind.

An Ideal—

Is a spiritual blueprint for one's life.
Remains an ideal until it is attained.
Always precedes a worth-while achievement.
Is never appreciated by a complacent man.
Is one of God's thoughts we have not yet accepted.
Is a mother's best gift to her son.
Is never attained by accident.

An Old Song—

Has not survived the years without a reason.
Does not need to be good music to be good sentiment.
Is heard by the heart, not the ear.
Is always accompanied by some tender memories.
Is as welcome as an old friend.
Grows sweeter with the passing years.
Is as hard to forget as your mother's smile.

Price Cutting—

Never did anyone any permanent good.
Is an admission that the first price was too high anyhow.
Is unnecessary if your customers are getting a fair deal.
Is a poor way to establish public confidence in your business.
Is easy to start and hard to stop.
Is inefficiency's last resort.
Is the first step toward a receivership.

Study Your Business—

And you will discover why your competitor succeeds when you fail.
And the leaks will be turned in profits.
And you will find the help have a lot of good ideas.
And emergencies will hold no terrors for you.
And it will grow as fast as you do.
And liabilities will be converted into opportunities.
And you won't be without your trade paper.

Everyone Must Co-operate—

If anyone is to enjoy liberty.
If we maintain respect for law.
If the nation fulfills a divine mission.
If civilization is kept off the rocks.
If community morals are upheld.
If prices are ever brought down to normal.
If the church is to do its best work.

The Man Least Able—

To support a dog usually manages to keep two.
To pass judgment on his neighbors is frequently the most severe.
To run the government seems to be the freest with his advice.
To pay his debts can always offer suggestions to other people.
To stand compliments spends a good deal of time hunting for them.
To boss other men is the one who cannot boss himself.
To teach a school makes a poor member of the Board of Education.

A Good Mother Is—

As kind as the sleep that shuts out all care.
As untiring in labors as the force of gravity.
As charitable as the snow that hides all ugliness.
As loyal as the stars of the evening.
As faithful to duty as the rising sun.
As generous as rain falling on the just and unjust.
As loving as God can make a human soul.

I Believe—

In the right of every home to a godly example.
In a college being an educational institution.
In a boy who is trained to do an honest day's work.
That the average man wants to play square.
That we often give the devil more than his due.
That the poor boy still has abundant opportunity.
That Christianity is practicable in this generation.

Some Men Forget—

That talking about a competitor is giving him free advertising.
That attacking another man's religion usually decreases our own.
That boosting the home town is boosting our own business.
That breaking inconvenient laws weakens the force of convenient ones.
That being a good father is any man's biggest business.
That the most profitable deal is the one in which all make a profit.
That business is not mere busy-ness.

The Best Thing—

About a home is the spirit of love.
About an office is an even temper.
About a hospital is the patience of the patients.
About a school house is a teacher with a child's heart.
About a bank is a good reputation.
About a letter is the phrase "enclosed find check."
About a church is an atmosphere of sincerity.

You Have Not Wasted—

The courtesy you have shown a customer.
The attention you have shown your mother.
The flowers you sent to a sick friend.
The time that you spent in worship.
The effort invested in training a talent.
The strength spent in lifting another's burden.
The praise you gave to a faithful employee.

Blessed Is the Man—

Who, having nothing to say, says it in silence.
Who does not believe his competitor is his enemy.
Who can give a man with a different opinion credit for an honest motive.
Who has learned how to forget with discrimination.
Who keeps still about *his* children while I am talking about *mine*.
Who can distinguish between money and wealth.
Who carries his patriotism over into his peace-time activities.

I Can Remember—

When modesty was still considered a virtue.
When we remembered the Sabbath day to keep it holy.
When children obeyed their parents.
When cream was thick enough to wrinkle.
When the preacher was paid in produce.
When heresy was not considered an accomplishment.
When gentlemen didn't smoke in the presence of ladies.

It Is Not Necessary—

To swear if you are telling the truth.
To stall if you have nothing to conceal.
To worry if you have done your best.
To avoid the sheriff if you obey the law.
To bluff if you can deliver the goods.
To dread a rainy day if you have learned to save.
To fear God if you are in love with righteousness.

I Never Fear—

The hatred of the man who cannot make me hate him.
Any word of praise but the one that tempts me to do my second best.
That man who needs profanity to strengthen his arguments.
The knocking of a man who is jealous of me.
Any heretic who exhibits the spirit of Jesus of Nazareth.
That I will lose an argument until I get angry.
The competition of a man who imitates me.

If You Want—

Happiness, be content with what you can afford.
Wealth, learn to enjoy life.
Friends, be charitable of others' faults.
Promotions, be bigger than your present job.
Popularity, be amiable under criticism.
Fame, do some necessary task better than it has ever been done.
Peace, keep a good conscience toward God.

It's Never Too Late—

To start a savings account.
To make a settlement with your conscience.
To begin sharing other people's burdens.
To vote your convictions instead of your dividends.
To part company with an extravagant habit.
To stop kicking because you can't have your own way.
To make friends with some neglected child.

The Ideal Woman—

Knows the value of her favors too well to make them cheap.
Is well aware of the superior power of sheer womanliness.
Is not afraid to be different for conscience's sake.
Prefers to charm through character rather than by mere beauty.
Is most invincible when most a woman.
Never takes advantage of her sex to win her own way.
Is as rare as the ideal man.

Do You Believe That—

One can have friends without making them?
Selfishness and popularity ever go together?
You can be patriotic and break the law?
Anyone can be a hypocrite and a sound sleeper?
The world ever gives something for nothing?
Fine feathers ever fool the Almighty?
The administration is half as bad as the opposition claims?

There Is Luxury In—

The companionship of a great idea.
A personal acquaintanceship with good books.
The ability to entertain one's self with noble thoughts.
A heart that is free from all hatred.
The possession of a talent for making friends.
Knowing a song that can revive hope.
The loyalty of a faithful wife.

I Can't Believe That—

Moonshine ever promoted true friendship.
Advertising ever improves the quality of poor merchandise.
Sand and cement mixed with politics ever makes good pavement.
A hypocrite ever keeps an earnest man out of church.
A box of chocolates is ever wasted on a faithful wife.
Class organizations will promote a strong United States.
Wealth ever makes a conscience-stricken man happy.

It's a Poor Joke—

When some woman blushes with embarrassment.
When some heart carries away an ache.
When something sacred is made to appear common.
When a man's weakness provides the cause for laughter.
When profanity is necessary to make it funny.
When a little child is brought to tears.
When everyone can't join in the laughter.

Nothing Is True—

That needs deception to strengthen its case.
That proves that any evil is necessary.
That says that a poor boy has no chance in America.
That teaches you that the fates are against you.
That contradicts the ten commandments.
That does not pay in the long run.
That argues that God is unfair.

The Modern Girl—

Can't complain that she is not getting enough attention.
Is no worse than her mother would have been under the same circumstances.
Faces a lot of mistakes she does not need to make.
Is largely what modern men make her.
Adopts no stranger styles than her mother did—only different.
Admits the superiority of men when she imitates them.
Will still find her greatest power in her womanliness.

The Three Important Things—

In business are Service, Honesty and Intelligence.
In love are Frankness, Generosity and Chastity.
In government are Justice, Opportunity and Freedom.
In a home are Authority, Fidelity and Forgiveness.
In religion are Reverence, Morality and Conviction.
In character are Self-respect, Honor and Constancy.
In success are Diligence, Adaptability and Integrity.

Remember, the Price—

Of indulgence is loss of will power.
Of anger is helpless regrets.
Of deceit is the consciousness of honor.
Of cynicism is spiritual poverty.
Of revenge is bitterness of heart.
Of extravagance is want.
Of style is sometimes servitude.

I Find My Town—

Pays me better for working than for bragging.
Is full of sunshine if I wear a shining face.
Extends few courtesies to the faultfinder.
Presenting more opportunities as I become more useful.
Is not as easily fooled by my conceit as I am.
Full of people out of whom I may make friends or enemies.
Is judged more accurately by its homes than its factories.

A Church—

Does not claim to be made up of perfect people.
Has no copyright on hypocrisy.
Does not make morals—it only teaches them.
Makes all the other property in town worth more.
Can't build a perfect world out of left-over loyalties.
Doesn't need your criticism so much as your cooperation.
Succeeds best after it has located its real competition.

We Often Win—

When we think we have lost.
More by being good-natured than clever in argument.
Friends by being willing to listen to trouble tales.
Customers by boosting our competitor.
Our own respect by being unpopular.
Another chance by being uncommonly courteous.
Happiness by forgetting our old grouches.

I May Be—

Poor, but it costs little to keep clean.
Unlucky, but I need not add the misfortune of self-pity.
Homely, but at least I can have a beautiful smile.
Clumsy, but I need not cultivate rude speech.
Down, but I am never out until I admit it.
Stupid, but it doesn't show as much when I keep silent.
Discouraged, but the world begins all over again in the morning.

An Automobile—

Is another way to spend your money.
Provides a quicker way for some boys to go to the devil.
Is a poor substitute for the old-fashioned spark plug.
Isn't worth a mortgage on the home.
Soon runs amuck on moonshine.
Should be parked in front of the church on Sunday.
Is poor security at the bank.

It Is Imperative—

That justice shall always be the aim of government.
That the sincerity of a preacher shall be above suspicion.
That purity shall be the foundation of a home.
That a business shall justify its profits in service.
That youth shall learn self-mastery.
That labor shall be paid a living wage.
That statesmanship shall supplant politics.

Don't Pity Yourself—

Because you have to work—thank God for a chance.
Because you can't wear stylish clothes—lend dignity to overalls.
Because you live in a cottage—make it a heaven.
Because you have only plain food—you have escaped indigestion.
Because you are not in the movies—live like a hero.
Because you have so few friends—make some more.
Because your name is not in the paper—you have kept out of trouble.

We All Like the Man—

Who listens when we talk about ourselves.
Who laughs when we tell our favorite story.
Who tells us we are a person of influence.
Who gives us the chance to act like an expert.
Who assures us that he never told it to anyone before.
Who makes us think he depends upon our advice.
Who gets up and says the things we have been thinking.

Tomorrow Is—

A poor time to do today's work.
The product of all our yesterdays, plus today.
An elusive hope and a poor reliance.
The mother of good intentions.
A lazy man's anæsthetic.
The insurance man's best threat.
The day we borrow trouble from.

No Recommendation Is Needed—

For the boy who has a reputation for dependability.
For a restaurant whose proprietor eats at his own counter.
For a college whose graduates are the community's leaders.
For the man who is willing to work a little harder to do better.
For the city wherein the rights of the children are supreme.
For the candidate who has been picked by the people.
For the firm that omits no trifle that contributes to perfection.

The Voice of Conscience—

Speaks all languages and dialects.
Cannot be drowned in loud laughter.
Always appeals to the best within any man.
Is as patient and persistent as the law of gravity.
Invokes no authority outside itself.
Never allows itself to be misunderstood.
Can be ignored but never silenced.

An Argument—

Is a poor way to settle a matter.
Is easily started with a crank.
Never makes good table talk.
Usually costs more time than it is worth.
About religion seldom makes men pious.
Seldom changes anyone's opinions.
Never changes the mind of God.

The World Is Ready—

To reward the man who can satisfy an old want in a new way.
To worship the one who can promise a cure for worry.
To respect the woman who puts principle above popularity.
To listen to the man who can tell us what we already believe.
To ignore the man who thinks he is indispensable.
To disappoint the people who think it owes them a living.
To patronise the firm that can serve its customers better.

Trifles Are Tremendous—

When they determine the course of a life.
When they are allowed to break up a friendship.
If they lead to a break with one's conscience.
If a man is striving for perfection.
If they are big enough to involve personal honor.
To a man who has a fine respect for the truth.
To one who is looking for faults in another.

The Line of Least Resistance—

Is always a crowded highway.
Is the lazy man's way out.
Seldom leads to great achievements.
Is frequently not on the level.
Is not always smooth traveling.
Can always get a good recommendation.
Is paved with good excuses.

You Have Achieved—

Success when you can ask God's blessing on the day's work.
Fame when good men speak well of you and evil men fear you.
Wisdom when you can distinguish between the good and the necessary.
Happiness when you can do your best and then refuse to worry.
Influence when your competitors begin to imitate you.
Power when you have learned to treat a defeated enemy generously.
Liberty when you are the master of your own desires.

The Real Genius—

Does not need a pull.
Never complains of hard luck.
Is one with ability to mix industry and intelligence.
Wastes no time envying the "lucky guy."
Has faith in his own ability.
Keeps his time mobilized.
Is never satisfied with yesterday's achievements.

Almost Any Law—

Will interfere with the personal liberty of some man.
Will have a few enemies.
Works some harm along with its good.
Can be evaded by a crooked lawyer.
Results in injustice in a few instances.
Can be made effective with popular support.
Has a right to a fair trial.

God Is Always Glad—

When mothers give more attention to their children than their cards.
When virtue gets a fair chance to exhibit its charms.
When human rights are exalted above financial profits.
When an election is decided on the basis of principle, not prejudice.
When a home is saved from the divorce courts.
When a wayward boy begins thinking about his mother.
When anyone makes a little child happy.

A Stingy Man—

Always thinks a long rainy spell is just ahead.
Doesn't need reasons—he is satisfied with excuses.
Is a spiritual pauper.
Knows no art except the engravings on currency.
Enjoys no music but the ring of the cash register.
Knows no quotations except those from the stock market.
Cannot comprehend a generous God.

I Can Be Master—

Of my desires and find contentment is my reward.
Of my time and always be ahead of my work.
Of my trade and fix my own prices.
Of my habits and be a free man.
Of my leisure and be master of my character.
Of my destiny by the exertion of my own will.
Of my passions and make them my good servants.

The Man Who Lacks—

Faith in other men assassinates his own friendships.
Confidence in himself smothers his own chance of success.
A sense of humor is sure to travel a rough road.
Good judgment is usually the last one to realize it.
Self-control is an easy prey to whim and circumstance.
Training for skilled service finds ignorance commands poor pay.
A clear sense of duty is like a ship without a keel.

It Takes a Smart Man—

To see the difference between happiness and laughter.
To ignore his prejudices in picking a winner.
To find the truth in a religious controversy.
To offer advice without appearing conceited.
To keep his mind closed to envy and open to conviction.
To stop being a good sport when it is poor business.
To exercise authority without becoming autocratic.

Most Men Love—

Vices in themselves that they condemn in others.
To think that they are not fully appreciated.
The woman who will laugh at their funny stories.
To hear themselves called an expert in something.
To wear the lodge regalia that makes them look the most ridiculous.
The game at which they show off to the best advantage.
To boast that they feel as young as they ever did.

The Golden Rule—

Is the world's best recommended and least used principle.
Has a one hundred per cent. record wherever tried.
Would have enthusiastic advocates if it insisted upon rights, not duties.
Makes poor advertising when confined to the letterhead.
Is easy to preach when we are the ones to benefit by it.
Works as well in matrimony as in industry.
Is as binding upon nations as upon individuals.

The Other Man's Experience—

Will often save us a lot of expensive experiments.
Is what we get out of a trade paper.
Added to our own, means progress.
Often sounds much better when he tells it.
Is worth nothing to the man who knew it all to begin with.
Never helps the man who is satisfied with second-rate results.
Is worth most when it teaches us to study more.

Suspicion—

Makes a victim out of everyone it touches.
Works its worst injuries on the one who holds it.
Imprisons us in a world of woe.
Would paint every picture in discord and falsehood.
Would turn the world into a madhouse.
Seems to have more than nine lives.
Blinds the eyes, stops the ears and freezes the heart.

There's No Use Worrying—

About Posterity—Let's set a few more good examples.
About America's future—Let's go to the polls and vote.
About Health—Let's learn how to eat sensibly.
About Women's Styles—Let's reform a few masculine fashions.
About Heresy—Let's practice a little more Christianity.
About Tomorrow—Let's make TODAY the best day we've ever lived.
About our Neighbors—Let's take an intelligent interest in ourselves.

Prejudice—

Is the devil's masterpiece of passion.
Robs the heart of all the spirit of kindness.
Ties the hands that would work mercy.
Blinds the eyes that would see virtue.
Stops the ears that would hear high praise.
Poisons the tongue that would speak goodwill.
Trips the feet that would walk uprightly.

Good Behaviour—

Is always a first class recommendation.
Is always cheapest in the long run.
Attracts the kind of friends worth keeping.
Is less exciting but far more profitable.
Never makes a bad impression on anyone.
Is a mark of intelligent self-respect.
Is not easily counterfeited.

Truth Cannot Win—

When wise men hold each other under suspicion.
When money holds the unchallenged power of judgment.
When creeds are of more concern than character.
When we undertake to divorce knowledge and conscience.
When no man stands willing to die for the cause.
When party loyalty is made the test of good citizenship.
When youths are trained in deception by their parents.

We Are Too Tolerant—

Of the conditions that break the hearts of children.
Of the free speech that tears down our liberties.
Of any industry that consumes the workers.
Of the lust that masquerades as freedom.
Of the exploiter who gives liberally to charity.
Of the forces that undermine the moral standards of the nation.
Of the injustice that increases our profits.

The Safest Place—

For any man is in the path of duty.
For your money is in the hands of those who promise only reasonable returns.
For a preacher is on the side of no class, but right.
For a politician is on the side of the people.
For a newspaper is on the side where the facts are.
For any woman is outside an eternal triangle.
For all of us is among the law-keepers.

The Failure—

Finds it easy to blame it all on his bad luck.
Failed worst when he decided not to try again.
Generally tries to hold the Almighty somehow responsible.
Only makes his failure worse by getting peevish.
Is sometimes a success who over-rated himself.
Can usually teach the successful man something if given a chance.
Is not a failure if the world is better for his having lived.

I Make It a Rule—

Never to close the deal if the salesman seems in a hurry.
Never to call a man a liar until I have the facts.
To investigate before I invest.
To make the best of what I can't help.
To fall in love with my work or drop out.
To give a fool driver the whole road.
To argue with no one while I am angry.

A Great Ambition—

Without a willingness to work is self-mockery.
Must always precede a great success.
Is the surge of divinity within the soul.
Is a mother's choicest gift to her son.
Becomes folly when not founded on careful training.
Is usually an unrelenting task-master.
Must be accompanied by a great devotion to duty.

The Pastor of a Church—

Is not responsible for all his people's faults.
Doesn't have to believe every excuse that is offered him.
Can't walk out because some critic is in the audience.
Earns his salary if he takes the heartache out of one sorrow.
Can't speak as severely as one outraged conscience.
Is sure to overwork if his people underwork.
Preaches best to the people when he preaches best to himself.

A Lie—

Does not become the truth by frequent repetition.
Is usually the quickest way into trouble.
Always mortgages the liar to more lies.
Can always find some evil heart to give it room.
Is the meanest sin of a cowardly soul.
Always hurts the liar much more than the one lied about.
Never makes a night's sleep any quieter.

The Greatest Force—

In business is the character of the business man.
In politics is a courageous man with an idea.
In a home is the love of an old-fashioned mother.
In a church is the influence of a saintly life.
In a school is the personality of a consecrated teacher.
In any reform is the justice of the cause.
In any government is the will of the people.

Today Is the Day—

To put yesterday's good resolutions to work.
To guard your soul against tomorrow's reproaches.
To plant the flowers which will gladden your old age.
To begin practising those promised economies.
To study yesterday's mistakes and plan tomorrow's solutions.
To clean your mind of fears, suspicions and envies.
To set all your goals a little ahead of your achievements.

Rich Parents—

Often make poor parents.
Must always defend their children against their wealth.
Can never atone for rearing a child in idleness.
Can provide opportunity, but can never bequeath character.
Are not always to blame for their children's follies.
Sometimes substitute cruel indulgence for kind discipline.
Usually deserve more sympathy than envy.

A Boy's Religion—

Makes scant room for creeds.
Is sufficiently elaborate to care for his problems.
Makes up in sincerity what it lacks in maturity.
Attaches more importance to loyalty than sanctimony.
Depends a good deal upon his father's example.
Consists more of impressions than expressions.
Is hero worship in which some man is made a little god.

I Have No Time—

To help the man who will not try to help himself.
To think about the troubles that did not happen.
To wait for that chance which will come to the unprepared man.
To complain about the lack of appreciation.
To read the books that leave me in a melancholy mood.
To quarrel with my competitors if I am doing a worthy work.
To cultivate habits that will only handicap me.

A Man Can Fail—

In business and still be a noble man.
In love and still keep his own honor.
In his profession and still be a success at living.
In a law suit and still be in the right.
In an election and often have cause for thankfulness.
In a game only when he loses the spirit of the play.
In everything and still be a great man in the eyes of his child.

There's Always a Way—

To increase our wages—Improve our work.
To decrease our troubles—Quit worrying about them.
To lighten our work—Sing as we go about it.
To stop an argument—Be first to admit its uselessness.
To become popular—Bestow compliments instead of complaints.
To get votes—Promise to reduce the taxes.
To make safe investments—Consult your banker.

The Only Way—

To improve your talent is through training and practise.
To win promotions is to compel them through superior service.
To make your story hold is to tell the truth.
To beat your competitor is to have a better piece of goods.
To stop war is to develop international goodwill.
To find truth is to keep an open mind.
To give satisfaction is to give your best.

Every Man May Become—

Miserable by thinking only of his misfortunes.
Rich by filling his spirit with kindness.
Noble by choosing a great ideal.
Wretched by envying other men their good fortune.
Despised by betraying friendship for gold.
Learned and skilled by the wise investment of spare time.
A king as he masters his own spirit.

Happy Is the Man—

Who has nothing to hide from a faithful wife.
Whose body has been reduced to servitude by his mind.
Who can hold his daily work in high respect.
Whose son thinks he is the greatest man in the world.
Who is able to laugh when there is no joke.
Who must remember no woman with remorse.
Whose heart is free from all jealousy.

It's the Personal Influence—

Of the teacher that means most to the student.
Of the preacher that is his best advertisement.
Of the sales-manager that makes his force break records.
Of the public official that wins the loyalty of his constituency.
Of some man that inspires every boy to achieve.
Of an old-fashioned mother that saves many men from folly.
Of a friend who trusts us that holds most of us true.

I Never Envy—

The man who married an extravagant wife.
The candidate who has been elected because of extravagant promises.
Anyone who gets his money through false pretenses.
The preacher whose congregation is engaged in a quarrel.
The boy whose mother thinks he is a natural genius.
The one whose cause must be defended by deception.
The man who quits work to try to find happiness.

We May Lose—

Money, but we need not sacrifice honor.
Prestige, but we must never sacrifice convictions.
Popularity, but to save self-respect is better.
Reputation, but we, alone, can wreck our character.
Customers, but we can keep our sense of duty clear.
Influence, but time and right are our best allies.
Opportunities, but we can always make new ones.

Whoever—

Makes us laugh helps us forget our trouble.
Sings a song promotes harmony in the world.
Sympathises with a child has something of the Spirit of Jesus.
Loafs at his work makes the load heavier for the rest of us.
Tempts a boy to sin is a betrayer of his country.
Dodges taxes is accepting public charity.
Listens to a wagging tongue will hear but little good.

Ordinary Men Gain—

Much by associating with extraordinary men.
Little by trying to ape extraordinary men.
Their chief advantage through extraordinary dependability.
Confidence by extraordinary efforts.
Nothing by trying to appear extraordinary.
Everything through extraordinary persistence.
Their sweetest victories after extraordinary endeavors.

It All Depends—

Upon your willingness to work, in any profession.
Upon your ability to keep at it, in any art.
Upon your willingness to sacrifice, in matrimony.
Upon your originality of ideas, in literature.
Upon your sincerity if you are in the pulpit.
Upon your desire to find God, in any religion.
Upon your willingness to give, how life will reward you.

You Will Be Happier—

If you forget that thirteen is unlucky.
If you quit trying to satisfy all your critics.
If you plant flowers instead of weeds in your soul.
If you make it a rule to complete every piece of work begun.
If you try to earn more than you are being paid for.
If you refuse to allow your worries to go to bed with you.
If you spend some time in quiet meditation every day.

I Certainly Believe—

In sometimes extending mercy to the merciless.
In giving the spirit of goodwill a fair trial.
That every human soul has some spark of divinity left.
That every immigrant ought to become an American or go back.
That a highway makes a poor place to carry on a courtship.
That a workman ought to be loyal or quit.
In hesitating before calling any man a hypocrite.

A Fast Life—

Always costs more in the long run.
Promises much more than it can deliver.
Usually arrives at shame and humiliation quicker.
Seldom brings quick promotions.
Often mistakes speed for progress.
Never cured a broken heart.
Takes very few rough spots out of life's road.

Life Is Spoiled—

By envying the man who has made more money.
By coveting the success of a hard-working friend.
By allowing discontent to spawn furies in our own soul.
By holding our own abilities in contempt.
By compelling ourselves to see the unpleasant side of everything.
By putting our spirit under the mastery of money.
By watching constantly for weaknesses in our friends.

Any Man Is Free—

To choose those companions who will enlarge his life.
To fight against the evil within himself that is defeating him.
To sing a song no matter how the battle is going.
To add new expertness to his efforts every day.
To close his heart to envy, covetousness and hatred.
To air out his mind once in a while with a good book.
To exercise his liberties that do not restrict another's liberties.

To Hate a Man—

Is to put yourself beneath him.
Is always easier than trying to understand him.
Is usually to confess that you do not know him.
Is the beginning of suicide of the soul.
Requires less mentality than to adjust your differences.
Is to begin the wrecking of your own happiness.
Is to be as guilty as he is.

There Is But One—

Sure way to success and it is called work.
Best policy in any circumstance and that is to tell the truth.
Path to happiness and it is called duty.
Time to prepare for an emergency and that is beforehand.
Method of keeping friends and that is called loyalty.
Safe investment and that is called character.
Way to end war and that is to spread goodwill.

Any Morning—

Is an opportunity to declare our independence of fear.
We may make a new resolution.
Should see us setting our goals a little farther ahead.
We are at liberty to start living the golden rule.
However dark, will grow brighter if we persist in singing.
Will turn out better if started with a prayer.
Means a complete new beginning of life.

The True Lover—

Is always a poor judge of his beloved's beauty.
Never asks for a surrender of moral principle for the sake of love.
Is always hovering between exaltation and depression.
Never stops to think how it would look in the movies.
Lives eternally in a tempestuous world.
Usually thinks his own story would make a good book.
Knows that to keep love he must remain a lover.

Life Is Beautiful—

To the man who insists upon loving his work.
To the actor who plays for the sake of his message.
To the old man who has kept his song in his heart.
To anyone who lives it for one whom he loves.
To the woman who puts her trust in her womanliness.
If we keep our thoughts off the rewards and on the opportunities.
To any man who has kept the trustful heart of a little child.

"I Don't Know"—

Is the hardest admission some of us ever make.
Is an answer a truly educated man is not ashamed of.
Is no excuse for not trying to know.
Is sometimes a mark of intellectual laziness.
Is the best reply we can make when in doubt.
May be a confession, an evasion, a tragedy or a defense.
On the lips of an egotist is the beginning of wisdom.

A Fool Can Always—

Find some other fool to encourage him in his folly.
Find a market for his foolishness if he calls it art.
Ask questions that the wisest man cannot answer.
Contract some expensive habit with which to handicap himself.
Make a bold denial of the faith that other men live by.
Find some alienist to prove he is not to blame.
Find some wise man's seriousness highly amusing.

I Really Enjoy—

Eating in a restaurant which undertakes to serve food, not entertainment.
Hearing a man who has succeeded tell how he did it.
Listening to two women comparing their bargains.
Watching an old man court his grey-haired wife.
Attending a church which invites me to worship and allows me to think.
Watching a clean-minded youth make love to a good girl.
Hearing that an honest man has been making money.

It Is Ridiculous—

To worry more about your clothes than your character.
To spend more for cosmetics than culture.
To own an expensive piano and play cheap music.
To expect our children to imitate only our virtues.
To think a raise will teach us to save money.
To expect a promotion until we have outgrown our present job.
To expect smooth talk to atone for rough manners.

Nothing Can Compensate—

For the honor that has been flung away.
For the health that has been squandered.
For the ingratitude shown a loving parent.
For the heart that is broken through neglect.
For the betrayal of a friend in the hour of need.
For the selling of one's principles for gold.
For the loss of one's good opinion of himself.

A Girl's Honor—

Is more precious than much popularity.
Is never violated by a man who truly loves her.
Is never laid open to suspicion by her ability to say "No."
Is too precious a treasure to gamble with lightly.
Is worth no more to the world than the value she places on it.
Is too big a price to pay for keeping up with the crowd.
Is God's mark of admiration for womankind.

A Man of Principle—

Does not waste the time other men spend debating expediency.
Finds that reputation is a by-product of character.
Finds his promises are seldom discounted.
Never has to ask for special advantages.
Would rather face the facts than dodge his friends.
Is never afraid of a fair investigation.
Is able to spend the time at work which other men spend inventing alibis.

Don't Knock—

The government if you did not vote at the last election.
The Church if you are doing nothing to support it.
Your friends if you have betrayed their confidence.
Your town if you have been letting George do it.
The rich if you have always been a spendthrift.
The police is you have not been reporting law breaking.

A Mortgage—

Will often outlast the car.
Is sometimes our most powerful inducement to save.
Is like a porous plaster—Easy to put on and hard to get off.
Is as relentless as destiny.
Deserves a place along with death and taxes.
Is a trouble that is seldom under-estimated.
Is too big a price to pay for "keeping up with the crowd."

Only One Man—

Knows the worst about you—that is yourself.
Thinks the world is down on you—that is yourself.
Believes your hard luck stories—that is yourself.
Hopes you will get what you did not earn—that is yourself.
Pretends you are better than you are—that is yourself.
Controls your future for you—that is yourself.
Must face the judgment of your daily acts—that is yourself.

It Takes—

Very little money to identify a tightwad.
Nothing more than neglect to kill love.
A lot of charity to be a good neighbor.
More than a fascination to make a marriage successful.
A new idea to reveal how many closed minds there are.
Only a few months in power to make the radical a conservative.
Misfortune to show some men their need of God.

I Often Wonder—

What a collection plate thinks as it goes down a pew?
Why scandal runs while truth must crawl?
If governments ever will be run by the few for the many?
How long we can go on consuming without producing?
Why God's patience never runs out?
Who pays the most—the prodigal or his mother?
Why I allow unanswerable questions to rob me of the joy of evident good?

Good Service Means—

Putting our best efforts into our work.
Being uncommonly courteous.
Treating the small customer as if he was a big one.
Making good on every advertisement or stopping it.
Being unhappy until the customer is pleased.
Keeping our promises regardless of profits.
Taking as much interest in the last order as in the first.

There's Plenty of Business—

For the firm that does the best work.
For the man who is better informed on his line.
If we are prepared to give better service.
If we give the customer a little more than he expected.
When we keep our business methods above suspicion.
When the golden rule is most nearly practised.
Where the common good is esteemed higher than personal profit.

A Man Without Faith—

In himself is like a motor without fuel.
In his town is like a miner in the midst of black damp.
In the government makes a poor neighbor.
In his business cannot expect anyone else to invest in it.
In the common people is a dangerous man to put in power.
In humanity is always disappointed when progress is made.
In religion is like a ship without an anchor.

Common Sense—

Is the most uncommon thing in the world.
Is what we all want credit for using.
Is what makes any system work.
Always recognises the value of another man's ideas.
Never has to wait long for a market.
Is composed of observation, experimentation, judgment and work.
Never knocks a man who is excelling us.

If You Don't Want—

Worry, don't invest in wild cat stock.
Criticism, don't get elected to public office.
Blame, don't assume any responsibility.
Friends, then impose on their generosity.
Peace of mind, then outrage your own conscience.
Customers, then treat them with scant courtesy.
The favor of God, then close your mind to goodness.

Most Men Know—

So many things that are not true.
So much better than they are willing to try to do.
That it is often hard to prove all that we know.
That they live more on faith than knowledge.
That they are their own worst enemies.
That their greatest satisfaction comes from self-forgetfulness.
That they like the writer who says the things they have been thinking.

That Man Is Fortunate—

Whose son believes him to be a great man.
Whose mother taught him to obey.
Who fears the favor of men less than the condemnation of God.
Who has fallen in love with his daily work.
Who has learned to laugh when tears are easier.
Whose neighbors will recommend him.
Who has made friends with a few good books.

To Display—

Jewelry may be the sign of a lean soul.
Wit is sometimes to make of one's self a nuisance.
Ignorance is sometimes a confession of clean living.
Anger never increases one's influence or reputation.
Wisdom, without offending, requires the highest grade of wisdom.
Wealth is to put it to its meanest use.
Your vanity is to admit your spiritual poverty.

Seven Mistakes—

Supposing the public does not appreciate perfection.
Thinking the help does not respond to fair treatment.
Expecting fancy wrappers to atone for poor merchandise.
Waiting for business to turn up.
Delaying improvements until our competitors compel them.
Hoping for increased business without deserving it.
Considering any moral issue insignificant.

A Happy Home—

Is the noblest work of man.
Cannot be built without a willingness to overlook faults.
Is never founded upon whim, caprice or flirtations.
Is one in which parents rule by the authority of love.
Is always worth more than a bigger business.
Is a work of art—the art of living together.
Doesn't depend upon the house or furnishings.

An Old Friend—

Is usually worth more than ten new ones.
Is one who has learned to be charitable of our faults.
Must be skilled in the art of forgetting.
Is like an old shoe; adjusted to our peculiarities.
Is one who believes in us whether we explain ourselves or not.
Is always worth more than he costs.
Never keeps a ledger account of his friendliness.

According To Your—

Preparation, so will be your opportunity.
Friendliness, so will be the increase of your friendships.
Ignorance, so will be your helplessness in competition.
Cheerfulness, so will be the ease with which you do your work.
Loyalty, so will be the stability of your government.
Devotion, so will your home become like heaven.
Determination, so will your difficulties disappear.

It Takes Brains—

To build a machine but a child can destroy it.
To solve a problem but any loafer can whine.
To run the government but a failure can knock it.
To paint a picture but money will buy it.
To live uprightly but anyone can be a libertine.
To build a business but a wayward son can waste it.
To develop a character but a chump can do as he pleases.

Every Man Knows—

More mean things about himself than about anyone else.
His struggles while others know only his falls.
That he knows very little about women.
That he must claim originality for most of his sins.
Less at fifty than he did at twenty.
That he must master his habits or be mastered by them.
He does care what other people think.

A Pinch Hitter—

Is one who enjoys an emergency.
Is one who loves his team better than himself.
Is the one who extends his hand while the rest are making up their minds.
Is one who works best when the rush is heaviest.
Is one who understands without apologetic explanations.
Is one who defends his friend behind his back.
Is one who puts friendship above finance.

The Clever Woman—

Does not demand her rights—she deserves them.
Does not depend upon her masculinity for her popularity.
Does not take a glib proposal too seriously.
Does not see freedom but opportunity.
Does not mistake silly vices for sober worth.
Does not put a low estimate on her high favors.
Does not overlook the value of old fashioned virtues.

A Prejudiced Man—

Is more to be pitied than the man in poverty.
Expends his mental energy rearranging his conceits.
Lives a life of intellectual insulation.
Is usually his own most pitiable victim.
Generally maintains a closed mind and an open mouth.
Invariably assures himself that he is unusually reasonable.
Is often the bitterest in condemning narrow-mindedness.

Our Highest Duty—

Is sometimes to keep our mouths shut.
Is never contrary to our highest happiness.
Never costs as much as surrender to our lowest impulses.
Never lies in two opposite directions.
Is always better known to us than to anyone else.
Doesn't need any better authority than our own conscience.
Eventually leads us out of trouble.

There Is Something Worse—

Than being compelled to work—being unable to work.
Than not having a job—not having a trade.
Than losing a son—having no son to lose.
Than being unable to sing—being unable to enjoy singing.
Than having no education—having no desire to learn.
Than being betrayed by a friend—being the betrayer.
Than losing your money—losing your health.

A Wise Man Never—

Waits for good luck.
Forgets the mistakes of yesterday in planning tomorrow's conquests.
Lets flattery lessen his labors.
Makes a confidant of a first acquaintanceship.
Judges men by their faults only.
Expects to earn easy money without hard work.
Forgets that he is living in God's world.

My Religion Teaches Me—

That the Lord, Himself, belongs to no one denomination.
That God is never happy when men are in trouble.
That prayer is an attitude of heart, not of body.
That the right way is always the easiest way.
That a clear conscience is always my best defense.
That I do not have to answer all my doubts before believing God's goodness.
That nothing is ever necessary which is evil.

Your Handicaps—

Are never converted into advantages by complaining.
Do not grow smaller as you worry over them.
Sometimes serve to make success sweeter when you have won.
Might pass unnoticed if you did not talk about them.
May become stepping stones if rightly used.
Get you no sympathy if they are self-imposed.
Are never as numerous as your opportunities.

Being True—

To a conviction is always worth all it costs.
To a friend does not include a surrender to his low ideals.
To a vow is sometimes a sign of stubbornness.
To a trust is often the acid test of character.
To one's religion involves all the resources of the soul.
To one's country is a duty that never ceases.
To an ideal means much more than adopting a slogan.

Any Man Is Worth—

Too much to waste himself in idleness.
More than even his egotism tempts him to believe.
Knowing, regardless of the humble position he occupies.
No more than the causes in whose interest he spends himself.
More to a business if he is in a happy frame of mind.
Wages in exact proportion to his productive ability.
Less after losing his temper.

We Ought To Be Thankful—

That the neighbors do not know all the truth.
That the Lord did not tell us what was coming.
That we have not played the fool more frequently.
That the public is so good natured with us.
That we got a calling and not a firing.
That our children never saw our school report cards.
That we cannot see ourselves, sometimes, as others see us.

A Profit Without Honor—

Never builds up a permanent business.
Costs the promoter more than it does the victim.
Increases one's bank account but never one's self-respect.
Frequently opens a short cut to the courts.
Can make a man rich without making him respectable.
Is often hard to explain to one's conscience.
Never increases one's popularity with honest men.

When You Go To Bed—

Don't take an evil hatred with you.
You will find a clear conscience the best sedative.
Refuse to begin tomorrow's work until tomorrow morning.
You may count the day successful if you can ask God's blessing on it.
Don't make worry a bedfellow.
Let your last thought be one of nobility and life will be sweeter.
You will realize that sleep is God's most charitable gift.

Men Seldom Improve—

In their religion by arguing with another man about his.
In their work by giving the clock their first attention.
In their business by telling others how to run theirs.
In their manners by stooping to slander.
In their devotion to home because of a wife's nagging.
In their loyalty to the government because of police surveillance.
In their orthodoxy because of heresy trials.

Seven Fools—

The man who puts the big apples on top.
The man who always sees happiness in another town.
The man who believes everyone else is crooked.
The one who thinks the world owes him a living.
The boy who knows more than his father.
The girl who can "take care of herself."
Any man who tries to match wits with God.

It Does Not Help—

To make money and lose friends.
To live in a mansion if you could not be happy in a cottage.
To dress expensively if your conversation is uninteresting.
To talk loud unless you can deliver the goods.
To have a good recommendation unless you can do good work.
To have a pull if you do not have push.
To get a new customer if you do not keep him.

Don't Be Ashamed—

To admit that you are trying to master a temptation.
Of your clothes if they are as good as you can pay for.
To acknowledge that you need divine help with human problems.
Of honest tears—they are as natural as laughter.
To stand alone if you believe you are right.
Of your work unless it is your second best.
To ask a wise man for advice or guidance.

That Is Not Love—

Which is not willing to give everything.
Which would take honor by stealth.
Which measures its service by its hope of reward.
Which asks me to forsake my mother's faith.
Which saves itself in time of danger.
Which must be held by flattery.
Which cannot forgive the true penitent.

Our Success Is Measured—

By the number of old customers we hold.
By the way the help speaks of us when off duty.
By the seriousness with which we undertake responsibilities.
By the good will shown us by our competition.
By the people who have been made happier through our efforts.
By the way we can recommend our business to our boys.
By the way people believe our advertising.

There Are Always—

Those who work and those who work other people.
Those who help push and those who ride.
Those why try and those who say "I told you so."
Those who see the doughnuts and those who see the holes.
Those who look for opportunity and those who look for luck.
Those who complain and those who try again.
Those who give money and those who give themselves.

A Just Cause—

Is never permanently lost.
Is one in which all parties profit.
Does not sow the seeds of dissension.
Is never helped by a false friend.
Seldom profits by an over-statement.
Rarely gets the support of all the best people.
Has less to fear from delay than an unjust cause.

There's a Good Profit—

In exchanging pessimism for optimism.
In spending some time on a discouraged friend.
In investing a little money in an ambitious boy's education.
In a word of sympathy given in the hour of need.
In repaying an insult with a bit of forgiveness.
In losing a little business occasionally for principle's sake.
In spending one day in seven in the spirit of worship.

Be a Good Listener—

And you will have fewer wild statements to defend.
And you get the reputation for exercising good judgment.
And you will always have friends.
And your opinions, when expressed, will carry weight.
For the demand for empty talk is pretty well supplied.
For silence frequently exhibits more wisdom than speech.
But refuse hospitality to all slander or tale bearing.

We Never Lose—

The help we give to a discouraged soul.
The money that we invest in higher education.
The satisfaction that comes from doing our duty.
The courage that comes from being in the right.
The faith that is squarely founded on experience.
The time we spend consoling a little child.
The self-respect that comes from a clean conscience.

The Silent Man—

Does not find it necessary to apologise for so many foolish statements.
Is usually given credit for unusual judgment.
Always has to listen to a lot of foolishness.
Seldom has any difficulty in getting a hearing when he does talk.
Has more time to reach safe conclusions.
Does not need to know seven languages.
Is seldom seared by slander's tongue.

It Is Worse—

To be out of a job than to take orders from the boss.
To have a mortgage on your home than to watch the others drive past.
To lose a friend than to confess a fault.
To be fired than to attend to duty.
To offend God than to disappoint your friends.
To have a guilty conscience than to be ridiculed by the crowd.
To be in debt than out of style.

Charity—

Ought to begin but never end at home.
Is far less expensive than selfishness.
Would be less in demand if justice were more universal.
Is a poor substitute for brotherhood.
Without sympathy is degrading to all parties.
Can never atone for unscrupulous business methods.
Is a very distant relative of Service.

We Don't Need to Talk—

About our honesty if we have a reputation for fair dealing.
About our prices if the people get their money's worth.
About our competitors unless they have us worried.
About our troubles unless we want to multiply them.
About our humility if it is sincere.
About our Americanism if it is above suspicion.
About our broad-mindedness if we are on the level.

Can't You Find—

Some good in the man you have been criticising?
Some virtue in the doctrine you have been damning?
Some honesty among the public officials of the other party?
Some honor among your competitors?
Some beauty in the other artist's work?
Some helpful suggestion in almost any sermon?
Some church worthy of your support if you look for it?

Every Man Knows—

The severity of an outraged conscience.
The uselessness of arguing with a prejudiced man.
The danger of promising more than seven per cent.
The satisfaction of being able to tell the truth.
The difficulty of measuring up to a son's expectations.
The advantage of being in the right.
The best selling argument is quality merchandise.

No Woman Is Justified—

In wasting her life in pettiness.
In holding all other women under suspicion.
In neglecting her children for her civic work.
In making a career at the expense of a character.
In shirking her duty because she did not seek the ballot.
In knocking the husband whose salary she wastes.
In demanding her rights without accepting her responsibilities.

It Looks Like Good Sense—

To omit no detail that contributes to perfection.
To imitate the virtues and avoid the mistakes of our competitors.
To listen to a man who seems to have a new idea.
To put the honor of our business above its dividends.
To expect the help to reflect the spirit of the management.
To vote for a man who can carry his home precinct.
To treat the public as if it were honest.

Modesty Is—

A woman's chief charm and best defense.
Always better than stylishness.
Never a handicap in good society.
Easy to lose and hard to gain.
Something that cannot be counterfeited.
God's way of identifying good character.
Too big a price to pay for applause.

An Optimist—

Is a man who buys stock in a brewery.
Is one who expects to find it in an encyclopedia.
Is one who buys hair tonic from a bald-headed barber.
Is one who plans his trips by the weather reports.
Is one who talks about pre-war prices.
Is one who thinks the styles are becoming more sensible.
Is one who thinks he can run his business without advertising.

It's Not Only First Costs—

But the price your friends have to help you pay.
But the life-long regrets that follow.
But the painful task of rebuilding self-respect.
But the lies you must go on telling.
But the pace that the crowd sets afterward.
But the explanations that a boy has to offer his mother.
But the uncomfortable gossip that keeps on springing up.

We Seldom Complain—

When the street car conductor fails to collect our fare.
When the assessor under-rates our property.
When the preacher attacks our neighbor's sins.
When a competitor gets stung.
When a salesgirl long changes us.
When the newspaper fails to publish our folly.
When the umpire gives the visiting team a raw deal.

We Get So Busy—

Hunting heretics, we forget to worship God.
Damning radicals, we forget to correct abuses.
Criticising capital, we forget to do a full day's work.
Finding fault with the government, we forget to go to the polls.
Organising charities, we forget to be sympathetic with the miserables.
Making money, we lose all joy in the spending of it.
Building houses, we cannot take time to make a home.

When a Man Fails—

He usually finds it hard not to envy the successful man.
He adds nothing to his happiness by carrying a grouch.
He usually damns himself harder than anyone else does.
There is no scarcity of those who say "I told you so."
Some other failure turns up to tell him how he did it.
He need not add another sin by whimpering.
His first impulse is to blame someone else.

Scolding Does Not Help—

A boy who has no self-confidence.
A girl who has gone wrong through neglect.
An officer who is doing his level best.
To change the styles of women's clothes.
A situation that needs cleaning up.
Your family to accept your judgments.
To develop a friendly feeling about the shop.

Blessed Is the Man—

Who keeps his mind closed to the spirit of envy.
Who holds his own honor in high esteem.
Who learns to rejoice in another's good fortune.
Who can look into the eyes of his child unashamed.
Who has nothing to fear when the papers are full of scandal.
Who has added no unholy profits to his savings.
Who is sure his daily work is adding to the world's happiness.

We Do Not Make Progress—

If we get new customers and don't hold the old ones.
Unless the public gets better service as we get better profits.
Until we do our work a little better than the rest.
Just because we become busier.
When the ethics of our business are sacrificed for dividends.
After we think our methods are good enough.
By calling all our critics unreasonable.

Love Never—

Keeps any day book, journal or ledger.
Asks for more than it is willing to give.
Consents to ravage the honor of its beloved.
Takes pleasure in homage done from a sense of duty.
Arrays itself in the garments of lust.
Can survive persistent neglect.
Understands why it is called blind.

A Good Husband—

Does not expect to find perfection in any woman.
Learns early to say "ours" instead of "mine."
Does not forget that his wife risked a lot "for better or for worse."
Assumes his full share of responsibility for the upbringing of the children.
Reserves his best manners for his own dinner table.
Admits his wife's share in the profits of the business.
Regards his marriage vows as more than a business contract.

Is It Worth While—

Spending good time and effort on worry?
Talking reform and neglecting the Sunday Schools?
Building school houses and licensing pool halls?
Training preachers to argue over heresies?
Electing officials and then deserting them?
Buying a radio to listen to jazz?
Being able to talk around the world with nothing to say?

Seven Wise Men—

The man who listens while experience speaks.
The man who can profit by another man's folly.
The man who depends upon labor, not luck.
The man who believes other men as honest as himself.
The man who values his own time too highly to waste another's.
The man who rejoices with those who rejoice.
The man who remembers his mother's prayers.

A Good Salesman—

Makes the deal as profitable for the customer as for himself.
Must be willing to use his own merchandise.
Ought to be proud of his job or quit.
Can make a sale but not a customer with deceitfulness.
Cannot be disloyal and successful.
Never wastes the time that he spends studying his goods.
Never finds profanity, smut or extravagance permanently profitable.

We Are Often Considered—

Old fogies if we insist upon old-fashioned virtues.
A nuisance if we talk of duty when evasion is easier.
A meddler if we warn a youth of a dangerous companion.
A fool if we refuse to follow the crowd.
A side-stepper if we will not argue over non-essentials.
A grafter if we are too successful in business.
Suspicious by those whom we have excelled.

Love Is Not—

Passion, in spite of its physiological basis.
A justification for unbridled license.
A beautiful devotion that can be indefinitely imposed upon.
An excuse for flouting friendly conventions.
Love when it lends itself to debauchery.
A creation of the mind but a surge of the soul.
A game to be played but a sacrifice to be made.

The Spirit of Christmas—

Is worth all that Christmas giving costs.
Is worth too much to be scrapped on January 1st.
Requires that Christmas giving be more than Christmas swapping.
Would help as much in June as in December.
Is what makes Santa Claus a reality.
Increases the world's most needed commodity—goodwill.
Is easily understood without the help of any creed.

A Top-Notcher—

Is one who holds his work in high respect.
Is never afraid to share his ideas with other men.
Is never satisfied with anything less than his best effort.
Never considers anything his masterpiece.
Knows that the best deal is the one in which everyone profits.
Is willing to learn from anyone who has a new idea.
Never has time to knock his competition.

We Never Brag—

About the times when we lost our temper.
About the occasions when we did our second best.
About the chance we lost through inefficiency.
About the betrayals of our friends who trusted us.
About the occasions when God outwitted us.
About the times when we have been merciless.
About the fact that we are stingy.

Your Bitterest Foe—

Never understands a good-natured reply.
Is at a disadvantage until you get angry.
Can't prejudice God against you.
Is often as sincere and mistaken as you are.
Cannot hurt you if you start no bitterness in your heart.
Is sometimes your best critic.
May attack your reputation but he cannot touch your character.

Our Business Grows—

If we take it seriously when it is small.
More because of merit than because of luck.
When we satisfy a real need in a masterly way.
Faster through honest workmanship than through clever advertising.
When we develop a fine respect for trifles.
If we quit wishing and begin working.
When a customer's patronage is considered a personal trust.

A Good Name—

Can never be stolen in hard times.
Never loses its value during business depressions.
Pays its biggest dividends in the day of trouble.
Cannot be lost without shaking the faith of the whole community.
Is always the foundation of good credit.
Is more to be desired than much popularity.
Is the highest compliment the public can pay.

It's Just Good Sense—

To expect opposition to a law that interferes with making money.
To go the way you tell your boy to go.
To call a malicious lawbreaker an undesirable citizen.
To admit that labor and capital depend on each other.
To figure that the whole world is in one boat.
To ask good citizens to bury their prejudices.
To seek to know the Divinity that built our beautiful world.

Old Age—

Is a poor time to begin economising.
Is a matter of spirit and not of birthdays.
Never worries a man with well-spent years.
Has always been aghast at youth and its follies.
Repays sympathetic companionship with the deepest gratitude.
Knows no greater blessing than the memory of godly years.
Understands the difference between money and wealth.

The World Is Learning—

That a big town does not make a big man.
That no man ever gets something for nothing.
That the cheerful giver gets more fun out of it.
That it takes more than a bank account to make life.
That the rights of any child are above the rights of any property.
That drunkenness cannot compete with sobriety.
That ideas are more powerful than dynamite.

Any Young Man—

Ought to be an improvement on his father.
Can learn something from the experience of old men.
Is too poor to handicap himself with expensive habits.
Can be a nobleman by cultivating chivalry and honor.
Will find the cost of ignorance more than he can afford.
Will find plain honesty a better recommendation than fancy clothes.
Has a real task ahead if he measures up to his mother's expectations.

No Man Grows—

Healthy by watching other men exercise.
In efficiency by bragging about yesterday's business.
Bigger than his job by watching the clock.
So wise that he is superior to the ten commandments.
In his ability to lead until he has first learned to obey.
In popularity by planting suspicions concerning other men.
In value to the firm by the cultivation of expensive habits.

We All Admire—

The man who can smile at disappointments.
The town that can pull together in emergences.
The boy who is not afraid of hard work.
The firm that takes a personal interest in its employees.
The candidate who does not stoop to mud slinging.
The girl who values herself too highly to become common.
The man who makes us laugh without blushing.

One Way to Keep—

Your position is to treat it as a sacred responsibility.
Your friends is to expect no more from them than you give.
Your temper is to get the other fellow's viewpoint.
Your self-respect is to ask God's blessing on each day's work.
Your money is to spend it on an education.
Your office is to keep faith with those who elected you.
Your youth is to keep the heart of a little child.

Just Suppose—

Our friends knew us as our family does.
We could talk the peace terms over before we declared war.
The boss could work in the factory for six months.
The help tried to run the business for a while.
The bankers loaned money to all who asked for it.
The president tried to take all the advice offered to him.
That God took a profane man at his word.

Talk About Your—

Symptoms and you will get sick.
Troubles and you will find friends forsaking you.
Success and you will be called conceited.
Children and you will bore people who want to talk about theirs.
Operations and you will get no sympathy but your own.
Neighbors and you soon become a mere gossip.
Joy of living and you will have a crowd of listeners.

Poverty Is—

Much to be preferred to prosperity with dishonor.
Accompanied by blessings we all try to escape.
Less of a handicap to ambition than unearned leisure.
Unnecessary in a land where complete justice is done.
Inevitable when ignorance and indolence are wedded.
Often as much a sin of society as a sin of the individual.
One thing that will have to go if the Kingdom of Heaven ever comes.

It's a Dangerous Thing—

To tell a doting mother that her boy is to blame.
To trust a man who promises more than ten per cent. dividends.
To put a cigarette smoker in charge of a kindergarten.
To try to settle a neighborhood quarrel.
To think that life is only sunshine.
To give your daughter expensive tastes and no earning capacity.
To keep all your religion in your wife's name.

We Must Maintain—

An attitude of tolerance toward other men's religion.
An attitude of honesty toward other men's money.
An attitude of respect for other men's convictions.
An attitude of charity toward other men's weaknesses.
An attitude of good humor toward other men's criticisms.
An attitude of democracy toward other men's society.
An attitude of defense for other men's homes.

No One Ever—

Told a lie that did not break down some time.
Sold goods by misrepresentation and got repeat orders.
Deceived God by keeping the facts from the neighbors.
Found moonshine brightening his chances for success.
Expects much more than politics from a congressional investigation.
Found that stretching the truth ever made the case much stronger.
Improves his town by running his neighbors down.

My Happiest Day—

Can be spoiled if I fill it with suspicion of my friends.
Never started out peevishly.
Is never improved by envying some other man's good fortune.
Is not the one in which all the time is spent on myself.
Is seldom the one with the fewest working hours.
Is not always the one with the most laughter in it.
Begins with the spirit of contentment fixed in my own heart.

It's Our Willingness—

To work that cuts the cost of production.
To save that is our hope of prosperity.
To serve that is our best advertisement.
To think that insures against narrow-mindedness.
To try again that saves us from many defeats.
To look out for Number Two that makes our friends loyal.
To forgive that saves the most heartaches.

You're a Real Nobleman—

When conscience owns your highest allegiance.
When you do not allow your wealth to smother your worth.
When a secret sin is as deeply scorned as a public fault.
When weakness finds in you a fearless champion.
When defenseless virtue is safe in your keeping.
When personal power is used for the common good.
When courage for the right does not depend upon the crowd's support.

You Can Always—

Keep your mouth shut when others are talking foolishness.
Buy a good book for less than the price of a good meal.
Win a friend easier than an argument.
Refuse to carry a scandal any farther.
Prove your patriotism by obeying the law.
Make a note easier than a payment.
Find someone to encourage you in your hatreds.

It Is the Woman—

Who carries the heaviest burdens of the war.
Who suffers most when a man is sent to jail.
Who inspires us to our best or drives us to our worst.
Who is most intolerant of her sister in sin.
Who admits the superiority of man by imitating him.
Who wreaks her worst vengeance by degrading the man who debauches her.
Who is the most womanly that is the most powerful.

I Have the Advantage—

In an argument as long as I hold my temper.
When my cause is strong enough to need no deception.
In my work if I have nothing left over from yesterday.
In any case if I get my facts before I start talking.
In any deal if my merchandise will stand inspection.
If I choose the course that requires no apology.
In a trial if my past holds no terrors for me.

Genius Consists of—

Answering the "Can'ts" with "I Will Trys."
Giving 100% of oneself to the task in hand.
Forgetting the rewards in the joy of the work.
Developing a strict habit of dependability.
Thinking one day ahead of one's assignments.
Mixing work, truth, sense, and vim.
Discovering what people want before they want it.

Only a Few Years Ago—

Child labor was a wrong that aroused no indignation.
Slavery was defended by pulpit, press and public.
Women were not considered worth educating.
The rich enjoyed luxuries the poor now consider necessities.
The "divine right of kings" was undisputed.
Prostitution was regarded as a legitimate business.
We decided that nothing evil was necessary.

We Have Made Progress—

When the churches respect each other's opinions.
When men take themselves seriously enough to vote.
When no deal is thought profitable until both have profited.
When lust is no longer permitted to masquerade.
When the laugh without smut pays best at the box-office.
When men think about responsibilities as well as about rights.
When we train youth to make a life—not a living.

Don't Make Your Troubles—

The sole topic of your conversations.
More numerous by borrowing some from tomorrow.
Your companions at bed time.
Worse by sinking into despair.
More interesting than your opportunities.
Into a wall—use them for stepping stones.
A burden if your conscience is clean.

Men Amount to Nothing—

Until they begin to live with holy daring.
Who only live to get.
Among other men if they respect not their work.
Except as they live like sons of God.
Until they are dominated by some great idea.
Who try to build a life out of mere things.
Whose dependence is upon luck, accident or pull.

What Would Happen—

If the opposition tried helping the administration awhile?
If money spent on cosmetics went for education?
If investors were to consult their bankers first?
If judges did the cross-questioning instead of lawyers?
If God should take the profane man at his word?
If the picture were as bad as the advertising indicates?
If righteousness were as sought after as prosperity?

Ordinary Men—

Call new-fashioned sins by old-fashioned names.
Need not a psychiatrist to tell them when a boy is spoiled.
Think less of a candidate's platform than his connections.
Enjoy music that has some sort of tune to it.
Judge a man less by his theology than by his conduct.
Turn towards the preacher who understands those in trouble.
Will forgive flattery in a woman but never pretense in a man.

Whatever Is—

Right has no fear of the verdict of time.
Evil will never be proved necessary.
Profitable usually has a lot of defenders.
Beautiful originated in the heart of God.
Doubtful is better to be avoided.
Honest will be safer in the long-run.
False will always be beset with many fears.

How Would It Look—

If kindergarten teachers smoked cigarettes?
If employers and strikers sat in counsel beforehand?
If the churches fought the devil instead of each other?
If as big a crowd attended a school election as a prize-fight?
If a city spent as much for playgrounds as for policemen?
If a few Americans worked at their own Americanization?
If a few more fathers took their sons to Sunday-school?

A Good Man Always—

Is more anxious about his good name than his profits.
Prefers honest criticism to false praise.
Puts the rights of children above those of business.
Tries to keep on good terms with his conscience.
Knows that self-respect is worth more than profitless honor.
Makes his religion more a matter of character than creed.
Finds insults easier to carry than grudges.

Wise Men's Words—

Do not have to be long to be wise.
Are always willing to wait the judgment of the years.
Are often worth more than other men's fortunes.
Never need profanity to give them force.
Soon become the nation's greatest heritage.
Will save a foolish man much heartbreak.
Have little market value unless he's a psychiatrist.

Few Men Are Sensible Enough—

To stand exaggerated praise.
To live down temptations that come with sudden wealth.
To take a silly woman's flattery for what it's worth.
To treat a neighbor's blunders as their own.
To refuse 18% when offered as "inside information."
To know when recreation has become dissipation.
To put money safely to work for them after they have worked for it.

Disappointment Is Waiting—

For the man who thinks he can succeed without training.
For the quarrelsome man who moves to escape trouble.
For the woman who thinks brilliancy atones for loose morals.
For the firm whose first attention is its advertising.
For the family that thinks happiness is a matter of cost.
For the candidate who gauges his following by its applause.
For any man who thinks God's memory will fail Him.

It Is Easy Enough—

To find excuse for sins we wish to indulge.
To see faults in others which do not tempt us.
To get a following by stirring up some old hatred.
To believe evil of the person who differs with us.
To think we would be great had we some other man's chance.
To hold our position if we are doing our work well.
To find fault with a hotel even if we have less at home.

It Is Always Hard—

Making a man believe something to his disadvantage.
Passing a law that interferes with money-making.
Convincing the public that a man can be rich and honest.
Showing a foolish boy his folly.
To get any mother to admit that her boy is bad.
Quitting the firm that treated you like a big customer when you were a little one.
Thinking any other person has as many troubles as oneself.

In Real Life—

Heroes seldom recognise themselves as heroes.
Sinners are not always gorgeously gowned.
Good folk are seldom all good or the bad all bad.
Greatest thrills come through doing our best work.
Farmers are not all rubes nor city men all slickers.
Actors do not waste time posing their emotions.
Greatest heroes are often found among plainest people.

Don't Worry—

If your competitor is on the links more than he can afford.
If someone knocks you: he can't lower your standards.
If some crook gets ahead: he has farther to come back.
If someone lies about you: he might have told the truth.
If an election goes wrong: the country has never gone to the dogs.
If someone is credited for your work: you have the satisfaction.
If you lose an argument by sticking to the truth.

It Will Pay You—

To spend some time each day in solitude.
To forget insults if you value peace of mind.
To spend more time on your boy than on your spark-plugs.
To know more about the latest book than the latest scandal.
To sacrifice anything before you sacrifice honor.
To laugh at the man who would like to see you angry.
To prefer the advice of a banker to the promises of a promoter.

The Path to Power—

Is never made shorter by compromise.
Is always rough going for the hypocrite.
Leads through the Valley of Disappointment.
Is plainly marked "Keep to the Right."
Always leads to the land to Responsibility.
Is open to any man who serves his generation well.
Is beset with many foes of self-respect.

The Man Without Integrity—

Always finds friends scarce when trouble comes.
Needs extra collateral when he tries to borrow money.
Will find that luck is always against him.
Will never be able to make cleverness a real substitute.
Must be content with short-time friends.
Must make his money out of new customers—he has no old ones.
Is like a house without foundations.

It Helps the Salesman—

To know that the boss uses his own goods.
To get a word of praise for an especially good day's work.
To be backed by a policy he need not apologise for.
If he can trust the word of honor of his house.
If the quality of his goods is not open to suspicion.
If the management has a mind open to suggestions.
To think he is being led, not driven.

Christmas—

Is a spirit, not merely a date on the calendar.
Is worth all it costs if it makes children happy.
Is a time when old men can be boys again.
Is an ideal time to give your better self a chance.
Ought to be kept alive until sometime late in July.
Keeps a nation from becoming a land of old folk.
Is Christianity's sweetest contribution to the year.

Every New Year—

Is a good time for forgetting *some* things.
Offers an opportunity to decrease your stock of bad habits.
Is mortgaged to the foolishness of the Old Year.
Will bring enough new trouble without carrying the old into it.
Shows a gain if only one new resolution is kept.
Provides a chance to grow older or younger—as you please.
Will increase your trouble until you master your prejudices.

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